Satellite Business™

The Newspaper for the Home TVRO Industry

June 30, 1985 — $4.00

Tulsa Trade Show — Hundreds of exhibitors and thousands of attendees are expected to converge on Tulsa for the SPACE/STTI convention, June 21-23, wich will offer numerous seminars, panels and SPACE's dealer certification courses. Booth guide and list of exhibitors begins on page 23.

CONTINUING THE MONOPOLY?

HBO's 'Direct Retailing' To TVRO Draws Criticism

NEW YORK, NY — Since HBO's announcement last month that it would sell its programming to TVRO dealers, criticisms have arisen from the TVRO industry over the plan. SPACE officials have stated that the proposed pricing ($12.95 for HBO or Cinemax, $19.95 for both) is 25 percent higher than what normal cable subscribers pay. They also are concerned over the fact that within cable franchised areas the cable operator will handle the software, while outside the cable area HBO will sell directly to the dish owners — thus cutting out TVRO dealers from selling programming to their customers.

As Chuck Hewitt, executive vice president of SPACE, stated, "Obviously, (the announcement) is a major breakthrough by having access. It really removes the 'skies are going dark' issue to us. However, the distribution limited to cable companies in the cable areas and direct outside the cable areas is continuing the monopoly — again it's the issue and very anti-competitive when you consider that our customer has to go to our competitor to buy the programming.

"You can get all kinds of scenarios of how a cable company can charge an earth station owner $30 a month and somebody else $9, and advertise that and kill sales of dishes."

Bob Caird, HBO's vice president of direct broadcast, disagrees with SPACE's assessment of HBO's fees. "I don't know where SPACE got its information, but it isn't 25 percent higher. We priced the service in such a way that we don't want to devaluate or, in effect, create a situation where we are pricing at a price that's not in line with the national value of the service to begin with."

When HBO was determining what its monthly TVRO fees would be, Caird explained, it did not take into consideration the dish investment TVRO owners have made that cable subscribers have not. "We came from the position of what is nationally the established value of the service. We didn't look at any one particular segment, we just looked at our experience over 13 years in the pay business and we came to the conclusion that we ought to be pricing it at what is considered to be the value of the service."

Caird also disagrees with

Continued on page 39

'Spirit Of Unity' Sees NSCA And SPACE Exploring Merger?

By Jeff Miller

Since its inception, the TVRO industry has waged a continuing battle in the courts, congress and the FCC to protect its rights. Throughout these efforts, SPACE has called for unity among the different industry factions to further common causes.

In the spirit of that kind of unity centering on commonality, certain individuals in SPACE, the TVRO industry and the SMATV industry have been looking into the possibility of somehow merging the SMATV association, called NSCA (National Satellite Cable Association), with SPACE for the benefit of both groups and their industries.

Satellite Business has learned that these efforts have been going on for approximately a year. Chuck Hewitt, executive vice president of SPACE, and his counterpart at the NSCA, Micky Gorman, had a few informal meetings in 1984 to discuss areas of commonality. Since then five meetings between individuals of both

Continued on page 34

CERTIFICATION THE OBJECT

3 Up/downlink Dealer Courses Set By SPACE For July 26-28

ALEXANDRIA, VA—SPACE has finalized plans for the first uplink/downlink of its dealer certification courses, which have previously only been held at industry trade shows. Three courses — all scrambled — will be uplinked July 26-28 on Telestar 301 from Businet's studios in Washington, DC, to any manufacturer, distributor or dealer co-op who can guarantee at least 25 dealers in attendance.

The courses are: "Zoning, Legal and Legislative," principal instructor Robyn Nietart with Derrick Humphries and Fred Finn assisting (all from Brown & Finn), on July 26 from 6-10 p.m. (ET); "Receiver Design and Technology," in-

Continued on page 58

TVRO AT CES SHOW — Interest in TVRO products v extremely high at this month's CES show in Chicago. For a lo the industry people who were doing business there, please see pages 20-21.

Diverse Sides Of Sat Biz Elbow To Elbow At SatExpo

DENVER, CO — The third annual satellite industry conference and exhibition, SatExpo, was held last month at the Sheraton DTC hotel, May 13-15. Although just over 1,000 people attended the show, which featured 52 exhibitors in 122 booths and 28 operating antennas, it was not promoted as a large-draw event.

SatExpo billed itself as the show where diverse sides of the satellite communications business could come together to share ideas. More than 25 in-depth panels featured some of the most influential people and companies in the TVRO, cable and SMATV industries.

As Irl Marshall, president of Sat Expo Inc., explained, "The show focuses on the satellite broadcasting side of the satellite communications industry . . . We're strictly looking at programmers, syndicators, networks, movie channels, etc. putting pro-

Continued on page 60

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In This Issue:

Feature Interview 9
Special Marketing Feature 18
People 22
Booth Guide 23
New Literature 38
Finance 42
Company Profiles 65
Satellite Calendar 66
Satellite Classifieds 68
Index of Advertisers 71

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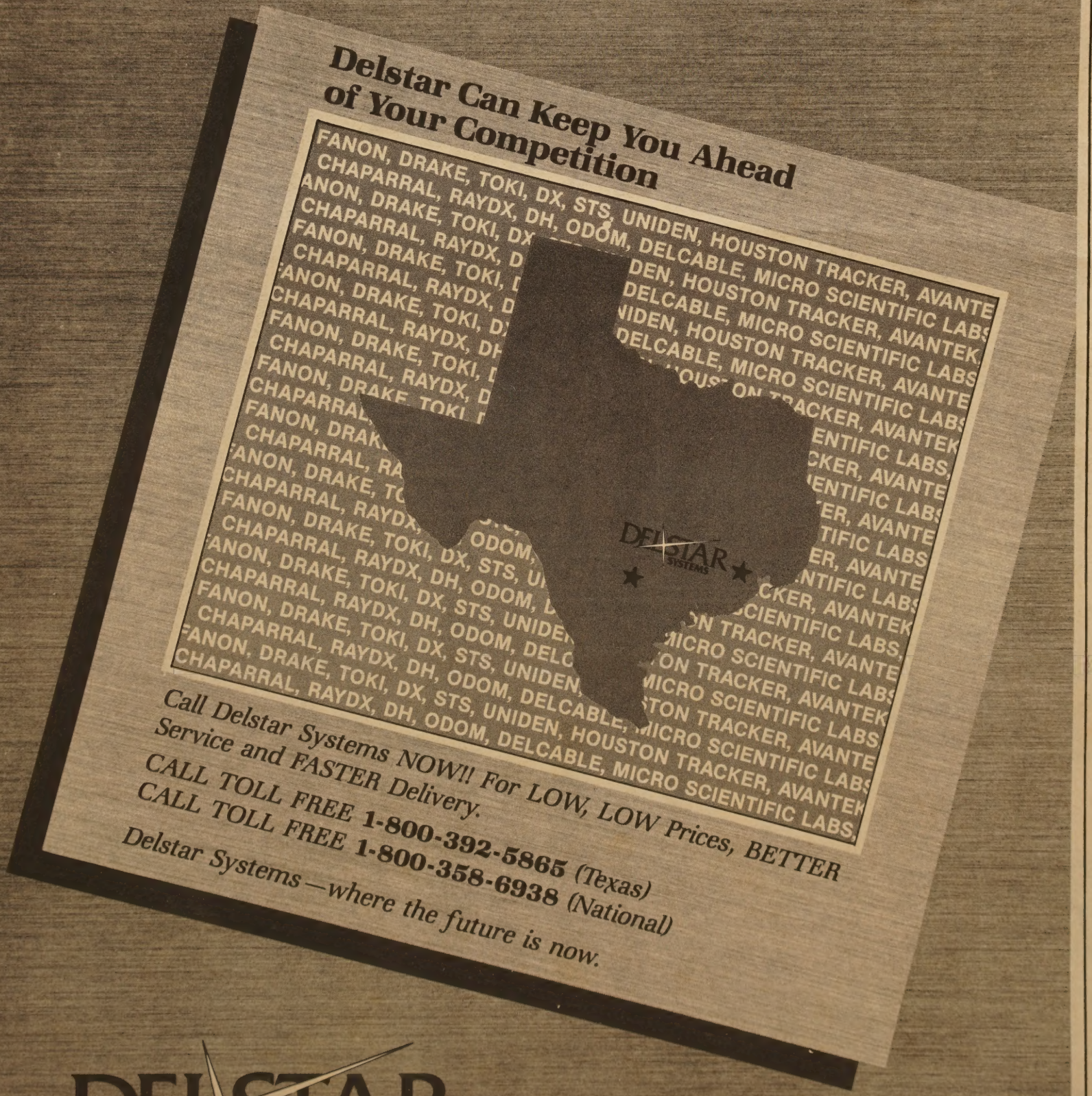
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Satellite Business Names Taggart Managing Editor; Miller Exec. Ed.

PALM SPRINGS, CA—Steve Tolin, publisher of *Satellite Business,* announced that Tim Taggart has been named the new managing editor of the publication, beginning with the June 30 issue.

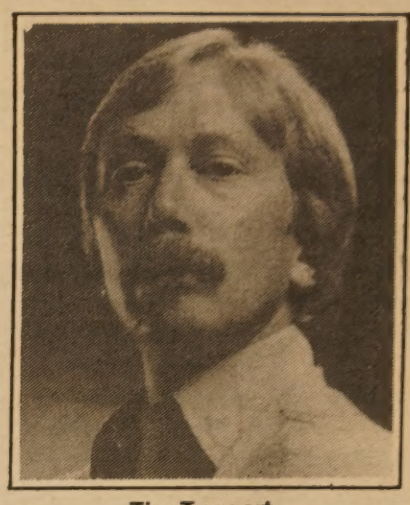
Tolin also announced that Denver-based Jeff Miller, former managing editor, has been promoted to executive editor, effective immediately. Miller will remain in Denver and continue to head the day-to-day editorial operation of *Satellite Business.*

Relocating from Nashville to the company's headquarters here, Taggart will direct the Palm Springs editorial operation of *Satellite Business.* Additionally, Tolin said, he will oversee editorial expansion of two of the company's other properties, *Video Product News* and *Satellite Product News.*

Taggart brings solid management skills to the company in the areas of editing and news direction, graphics and production, said Tolin. His 17-year publishing career, heavily weighted with entertainment experience, includes past affiliations with West Coast-based *Entertainment World, Show, Coast,* and *Motor Trend* magazines. Most recent in Nashville, Taggart was the managing editor of Billboard Publications' Amusement Business Group. He also has written on a freelance basis for *Satellite Business* for nearly a year.

In accepting his new position, Taggart said, "I am extremely gratified to join the management team and staff of this young, vibrant company. Their commitment to their readership is well reflected in the award-winning flagship, *Satellite Business.* I also am convinced that these emerging video technologies will be the big entertainment news in the near future."

While Taggart worked in Palm Springs, and was to be officially introduced to the industry in his new capacity at the Tulsa trade show during much of the month of June, he and his wife, Linda, expect to resettle in Palm Springs about July 1. He is a native of California. □



Tim Taggart

SVS Adds Two Antenna Lines

CATSKILL, NY — Satellite Video Services Inc. has added two new antenna lines to its line of satellite receiving equipment and accessories. Available now from the Satellite Video Services offices in Catskill, Hornell, NY, Raymond, NH and Altoona, PA, is the new Command Performance Unitrac 180 perforated steel 10-foot antenna with Command Performance's U-180 horizon to horizon mount.

Also available from all four SVS locations is the new Astra 10-foot aluminum mesh antenna. □

VIDEO PUBLISHING COMPANY, a division of Steve Tolin Enterprises, Inc. P.O. Box 2772, Palm Springs, CA 92263, (619) 323-2000, (800) 523-5533. The company also publishes VIDEO PRODUCT NEWS, THE OFFICIAL SATELLITE DIRECTORY and BUYER'S GUIDE, THE 1985 DIRECTORY OF SATELLITE DEALERS, SATELLITE PRODUCT NEWS, VIDEOCASSETTE MERCHANDISER, The NCTA ACE AWARDS PROGRAM and THE ACADEMY OF COUNTRY MUSIC AWARDS PROGRAM.

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GUESS WHO'S NOT ON THE HIGH FRONTIER TEAM.

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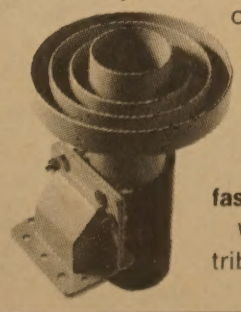

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Chicago College To Experiment in TVRO 'Classroom' Learning

By Suzy Spencer

Everyone in the TVRO industry knows that promoting the entertainment aspect of a satellite dish is the obvious way to make a sale. Indeed, consumer advertisements tell sports fans about "no sport blackouts" and film fanatics of "hundreds of current, classic, and adult movies weekly."

But what happens when these events are scrambled? Videostar Connections Inc. of Atlanta did just that to the recent Hearns and Hagler boxing match in Las Vegas. Only 15,000 fans sitting ringside and two million more watching on closed-circuit television got to see the bout. The two million TV viewers watched at 515 sanctioned locations nationwide, and they paid $20 to $25 for the privilege. Those who sat expectantly at home with beer in hand in front of their "no sport blackouts" satellite dish found the sound and picture scrambled — something ESPN expects to do later this year.

TVRO dealers, say hello to false advertising and good-bye to sales.

HBO and Cinemax have already begun daytime scrambling experiments on the West and East Coasts. They plan to eventually scramble 24 hours a day. And Showtime and The Movie Channel are currently spending more than $5 million to scramble their signals later this year.

TVRO dealers, say good-bye to sales and hello to false advertising.

But in Chicago, a new sales pitch has been developed. The man who came up with the idea is not even involved in the TVRO industry. He may, though, be just the person who helps insure a brighter home satellite dish future.

Hy Kloc is the man, and he is director of public relations, media programs at Chicago Citywide College. He points out that Chicago Citywide is the non-traditional arm of the eight Chicago community colleges. Maybe that explains why Kloc believes education, instead of entertainment, can be the new advertising spiel for TVRO dealers.

"With more dishes available," he says, "that means there are more people out there not only able to start utilizing entertainment off satellites, but also starting to utilize educational programming — specifically for people who want to learn how to be farmers."

And as everyone in the TVRO business knows, farmers have always been a prime market for satellite dishes.

Kloc will undertake his first experiment in educational TVRO this summer. Yet CCC has been broadcasting telecourses — college courses taught over television so that one can attend school in the privacy of home — since 1956 and has owned its own television station for broadcasting these classes for two years.

Continued on page 45

M/A-Com Gears For Volume Production Of Descrambler

BURLINGTON, MA—M/A-Com Inc. has announced it will gear up for volume production of consumer descramblers and begin accepting orders for descrambling units that will allow home TVRO owners authorized by programmers to receive scrambled programming services.

"With the announcement by Home Box Office that it will fully scramble HBO and Cinemax when HTVRO owners have the opportunity to obtain descramblers, we are in a position to begin production of units and announce our

Continued on page 46

Introducing the six-foot dish that's getting great reception. Even from skeptics.

C-Band DBS Panelists At SatExpo See Numerous Marketing Options

By Jeff Miller

DENVER, CO — One of the most widely discussed topics in the TVRO industry today is who will provide C-Band DBS service to dish owners when, and if, programming scrambling occurs. Additional questions revolve around specific plans of pricing, program packaging, hardware and where the TVRO dealer fits in.

Although no real answers to these questions were given, interesting statements were made by three representatives of companies who have announced intentions of providing such service when they participated in last month's "C-Band DBS?" panel at the SatExpo convention.

A crowd of approximately 500 people heard Robert Waldron, vice president of program development and new business for Hughes Communications; John Sie, senior vice president of Tele-Communications Inc. (TCI); Holmes Harden, president of Canaan Communications; and Blair Gilbert, president of Galaxy Broadcast Services. Moderator was Lloyd Covens, publisher of *Channel Guide* and co-host of SatExpo.

Waldron, Sie and Harden represent companies planning on serving the backyard market with C-Band DBS, while Gilbert is manufacturing C-Band DBS antennas and recently announced a kit to aid USCI's Ku-Band DBS subscribers convert their systems to C-Band.

Sie, representing the largest cable company in the U.S., generated the most interest with his comments about TCI's plans. Those plans, he said, are for a cable co-op which would distribute the scrambled programming through each cable affiliate — TVRO dealers, it appears, would not participate in program distribution.

The Potential Market

The panel began with Covens asking each participant to outline what he felt the total market would be. Harden stated that by 1988 he felt a 5-10 percent market penetration was realistic and, therefore, would estimate a 2.1-4.3 million spread. By 1990 he believes the downside would be 2.5 million potential C-Band DBS subscribers and a highside of five million.

Gilbert, before giving his estimate of five million potential by 1990, went straight to a comment about TCI. "Probably the reason Mr. Sie is interested (in C-Band DBS)," he said, "is that the MSO (multiple system operator) as we have seen has realized that there are a tremendous amount of urban homes uncabled. Three of the largest cities in the U.S. are uncabled. The population in those cities accounts for some 20.8 million people."

Sie, who began his remarks by stating, "There is a lot of commonality involved in respect to the TVRO owner and cable distribution," went on to respond to Gilbert's remark. "I'd like to correct Blair," he said, "that the reason we're interested in C-Band scrambling or TVRO is really looking at protecting the product integrity that we sell to the public within our franchise areas. That is our primary motive, and to the extent that we can afford an orderly transition to TVRO owners we will certainly do that."

Sie went on to say that he believes there are two areas in the potential market: the areas where cable has not yet been wired; and the areas where cable will never be wired. "We are most interested in looking at the area that cable will be wired," Sie explained. "There are about six million homes in

Continued on page 63

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PR Dealer Kit, 'Blitz' Offensive SPACE Tools

WASHINGTON, DC — After months of seeing negative, cable-generated advertising around the country warning that the skies will go dark and that TVRO owners are pirates (see *Satellite Business*, April 15, 1985), SPACE is going on the offensive. Through its PR firm, the Litchfield Group, SPACE has developed two weapons: an information kit for dealers that explains SPACE's position and how to handle local press situations; and a PR "blitz" that targets a certain area for aggressive media work.

As Chuck Hewitt, executive vice president of SPACE explained, "Our original plan was to send out every couple of weeks a press release or some kind of information sheet. Well clearly, after looking at the material generated out of the PR efforts of the cable companies, there were a couple of things that needed to be done."

One of these, Hewitt said, was to make dealers more knowledgeable of the situation. "We also have to make it very clear to the dealers," he added, "that we're in the right position; we're the good guys.

"We're in the position of protecting the consumer. We're fighting for access for every American. We're fighting for reasonable fees, we're in the right position. Therefore, the dealers need to make sure to know the facts and not misstate the facts. And certainly don't say things that make us the bad guys."

The press kit SPACE is now preparing will include such items, Hewitt said, as "How do you do deal with the press? How not to deal with the press? We'll give examples of things that we've already come across. Then give them fact sheets and information sheets. And tell them we're available to local press people to talk to them. If they're being interviewed and if the facts aren't stated in this kit, they should know to call us."

As for the media "blitz," SPACE's first effort took place in Arkansas a few months ago. Recently, the trade association went into Dallas, TX.

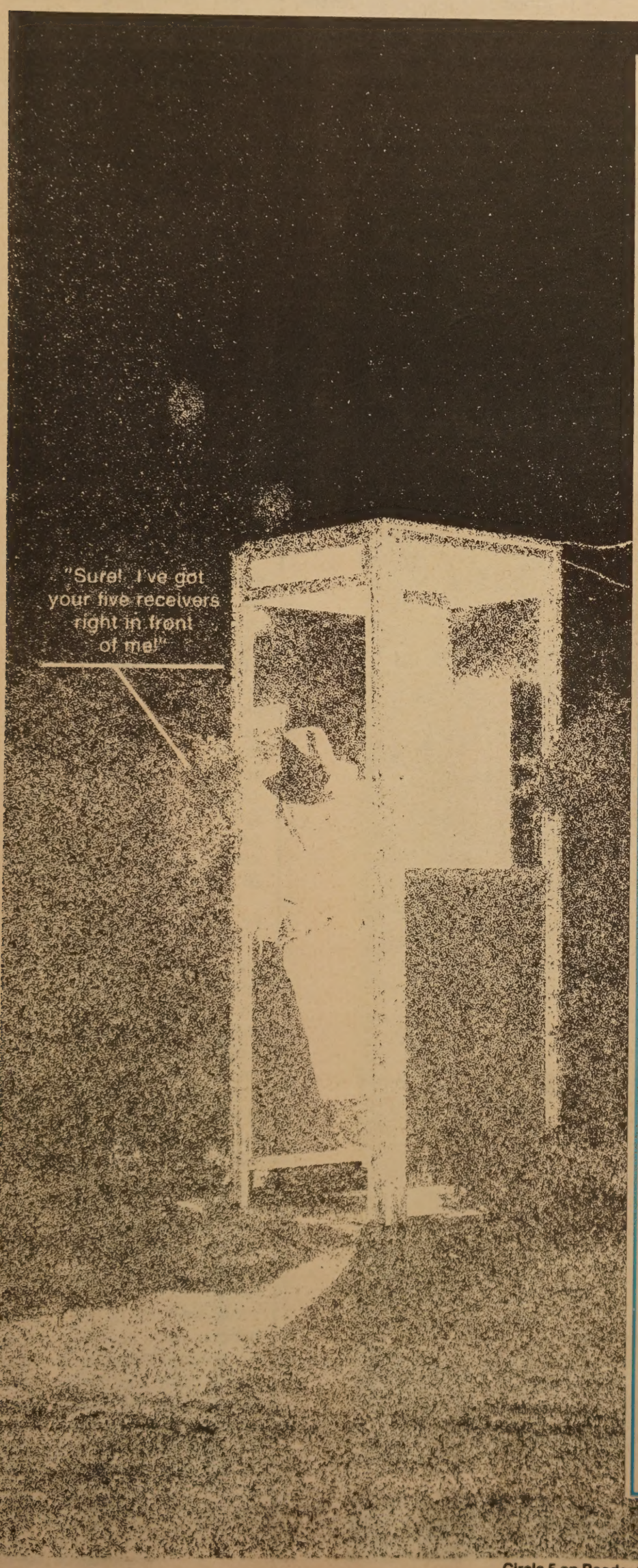
Hewitt explained, "As part of our PR plan, SPACE and its PR firm are going into specific areas that have been seemingly targeted by cable companies and others for negative advertisements or articles. We go in and try to blitz a PR campaign there, plus set the dealers up to handle the situation better."

Early last month SPACE arranged eight different print media interviews and three television interviews with Hewitt and Taylor Howard, chairman of SPACE.

"All the returns aren't in yet," Hewitt explained, "meaning that all the stories haven't run yet, but the ones that have, seemed to be very good. And we did have a good response; we made contact.

"The next morning," Hewitt continued, "we had a meeting of dealers and distributors on how they should work together cooperatively — co-op advertising, some of the dos and don'ts of it, such as understanding they can't set prices and things like that. But we explained to them they can clearly get a message across and by co-oping they can take out bigger ads, have a better overall advertising campaign that benefits them all."

Between 30-40 dealer and distributor representatives showed up for what Hewitt said was a planning session. As a result, he explained, two or three cooperative regional organizations are being formed. "So there is an attempt to get some cooperative effort going," Hewitt stated. □



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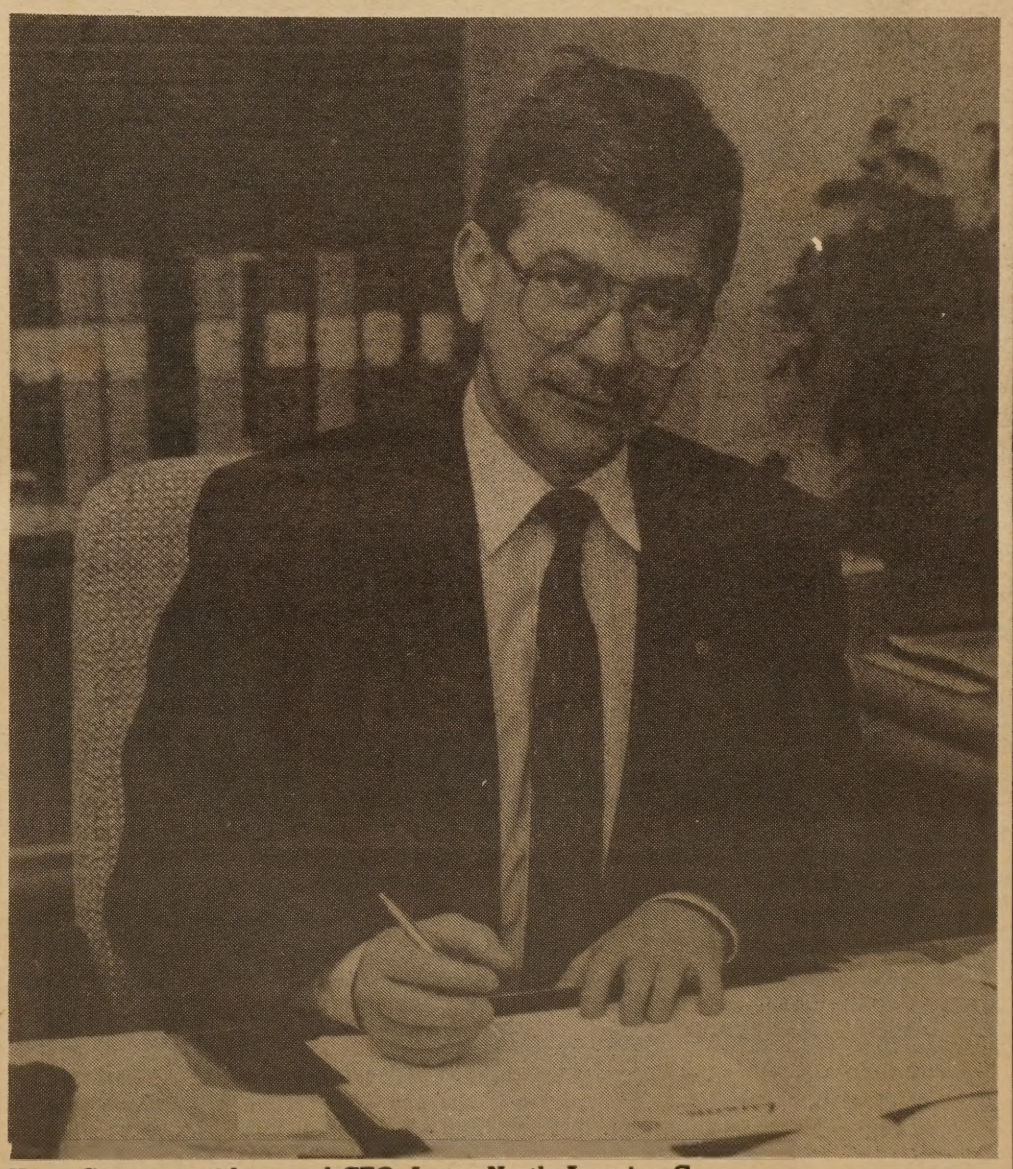
Satellite Business™

AN INTERVIEW

Hans Giner

Luxor North American Corp.

By Jeff Miller



Hans Giner, president and CEO, Luxor North America Corp.

Satellite Business: Let's start off by talking about how Luxor came to enter the U.S. market?

Hans Giner: Luxor came into North America more or less by coincidence. We never ever believed that the C-Band market would take off. We thought it was a short-term thing for hobby-oriented people, technical people, hams. But we were taken by surprise.

We came because we thought it was a good idea to get some early experience in distributing and marketing satellite receivers to the public, as the launching of our satellite in Europe had been delayed.

But I think that we, as a major manufacturer in consumer electronics, as well as our colleagues in Japan, were taken — and are still taken — by surprise by the evolution of C-Band.

SB: Why was it such a surprise?

HG: C-Band was never planned to be like this. I think it was kind of a revolt of the people in this nation. People living in the rural areas, on farms and in the valleys with no or limited terrestrial TV saw this as an opportunity and that's what made C-Band take off.

Today, I believe C-Band DBS is here and it's come to stay. Whatever these major software suppliers like HBO think today, I believe they have to realize the force of this market and this industry. It's to the point where it's so big it can't be neglected. And I think from a commercial standpoint, it's stupidity to try to prevent the market from growing.

The problem is, however, that 4 GHz was never intended for commercial reception; we're working on a frequency that is designated for commercial purposes — telecommunications, uplinking and downlinking through cable operations. In addition, the effect of those C-Band transmissions is extremely weak. That we know is not going to change. But it's okay in rural America.

On the other hand, the technology is getting more sophisticated and we are always fighting on the threshold. But signals are there and we just have to come up with the technology that gives the consumer that quality of picture he needs.

SB: Your company first entered the satellite industry in Europe where the situation is different. How did Luxor approach the European market?

HG: Our company started in the mid-1970s with Ku-Band products. We did that because we're a major corporation in consumer electronics and we knew that over time the DBS concept would be a reality in Europe. We worked along two lines, one being the converter concept — that's what we're seeing here in North America; it's nothing but converters and it's very similar to the introduction of UHF for TVs, the first step is converters.

The other line was to develop a built-in model to go with the TVs. So we did that, started in 1975.

SB: And where do you see Luxor today, regarding its position in North America?

HG: Where we are today is that we have, as I see it, established a beachhead in consumer electronics for our corporation with the satellite TV product.

But we have to be objective and see that the satellite TV industry is an unknown factor to more than 90 percent of the American population. So we cannot really go on from this beachhead and say, "Hey you guys, this is Luxor," because they haven't heard of it.

We might, at this time, be a household name in the satellite industry and we're proud of that. What I'm saying is that with this beachhead we gained experience from dealing with consumer electronics goods in this country, we've established the distribution means, we have gained experience from the marketing issues. From all that we are ready to take the next step.

SB: I assume that the next step is tied in with how the ownership of Luxor has changed recently. Would you expain a little about that?

HG: When we came in here, we were a 100 percent Swedish company, with 60 years of operations all over Europe. Over a year ago this company was bought by a Finnish corporation, Nokia. This has changed our role (in the U.S.) because this means today we are not only a representative of Luxor, we are also a representative of the Nokia corporation, which is very aggressive in North America right now.

We've recently closed a number of deals in North America. Right now we do have a number of subsidiaries both in the U.S. and Canada and we have recently come to substantial commercial agreements with IBM and Tandy, as well as with Northern TeleCom for Canada.

So our situation is that the satellite business is of major strategic importance to us. With this we are now, should I say, drilling ourselves into the depth of the North American market and in this drilling will come other products.

SB: What specific impact has this had on Luxor North American Corp?

HG: The North American operation was, until almost mid-year last year, almost a two-man operation. Once again, when we came we never believed in C-Band as such a strength. Now — whether we like it or not — C-Band is here. So now we employ some 20 people and are today a wholly-owned subsidiary, which took effect back Jan. 1, and we are fully fitted to serve our market. And, of course, we have all the R&D facilities in Sweden to back us up.

SB: With the tremendous growth of C-Band and Luxor North America's corresponding growth, do you see the industry suffering any growing pains that need to be addressed.

HG: This industry, since it really started to grow, has been suffering from what I term "delirium technicum." We have been so focused on the technical issues — on dB gains and Hertz and MegaHertz and all that — which the consumer doesn't understand.

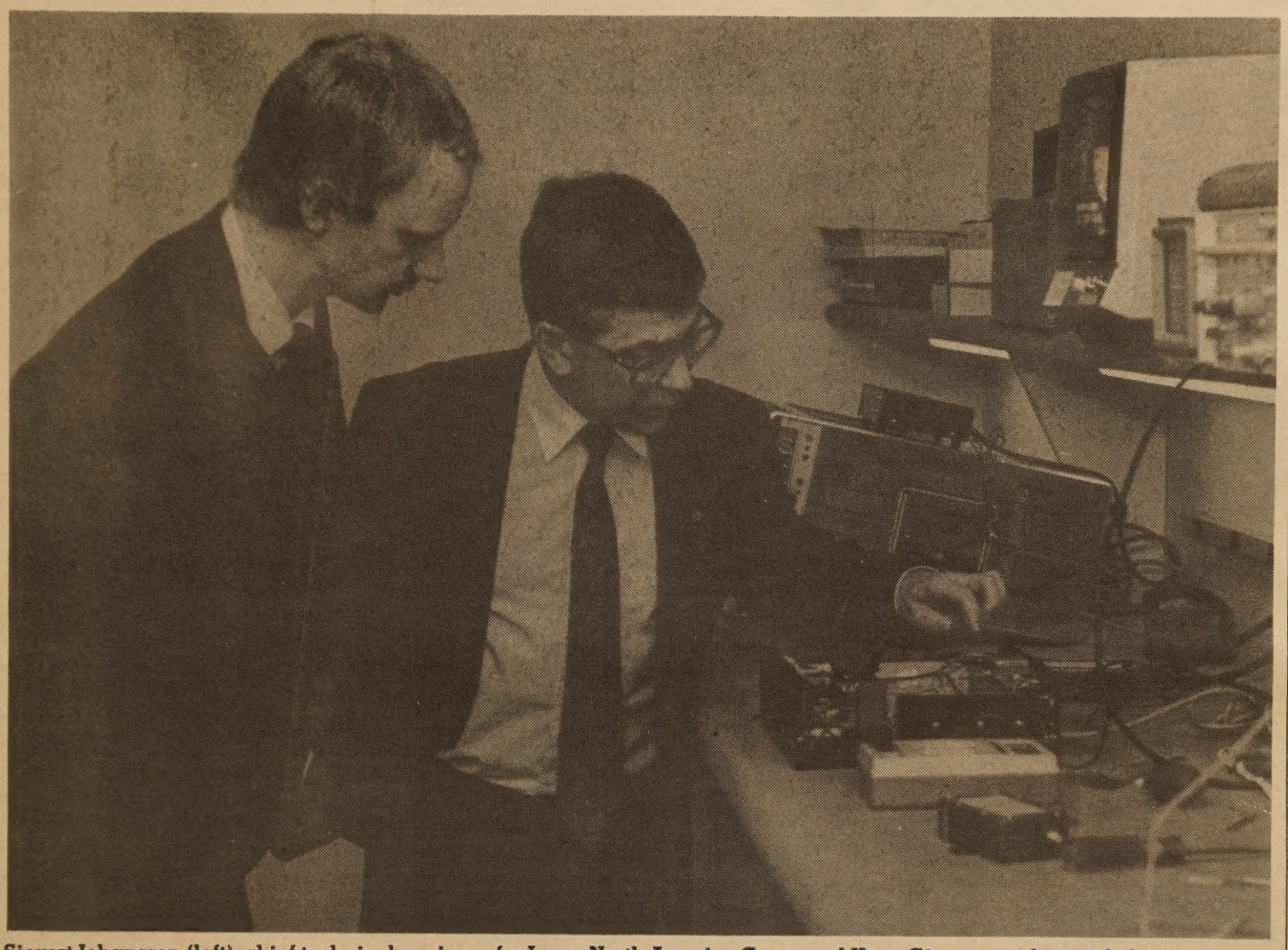
"We were a pioneer in the industry and it's always harder, I would say, if you come into a new marketplace with the first generation. It's always harder for you to then adapt yourself rapidly to change. What I mean is if you come in as a pioneer and you are part of the delirium technicum approach to the market, it's easier for the guys who haven't come in the beginning — for example Panasonic — to come into a mature market and see exactly what's there.

Today, we have said to ourselves, Okay, C-Band is for real in North America, so let's get out of this black box concept, all these technical things that are perhaps confusing to the consumer; let's create a very simple concept that is as simple as switching on your TV. That's what the consumer wants.

SB: Is part of getting away from this delirium technicum your recent statements that Luxor will no longer use the term TVRO?

HG: Yes. TVRO is the most ridiculous expression I ever heard, because it stands for Television Receive Only. That's got no bearing on satellites, first of all, and no bearing

"I think we, as manufacturers have been too much concerned with moving volume than establishing quality and credibility."



Sievert Johansson (left), chief technical engineer for Luxor North America Corp., and Hans Giner, president and chief executive officer, discuss block receiver technology in the company's tech. lab. at its Bellevue, Washington headquarters.

on entertainment. If you look at a television you see a TV set — that's receive only.

So what are we talking about here, television receive only? The consumer doesn't understand that. What we should be talking about is what this hardware enables the consumer to get. The hardware is of minor importance — it's a necessity to generate the entertainment, but for the consumer it's absolutely of very, very little importance.

It's like buying a computer. The consumer needs to know what this specific hardware can handle; this type of operations system and this type of software. That's good. But once that's settled he will forget about it because what he's doing is buying software, because that's what he needs, that's what he is using — applications.

And this is also an application to get entertainment into the home. So we want to push home satellite television instead of TVRO.

SB: You've said that C-Band is here to stay, but what about Ku-Band?

HG: It is my firm belief, although I'm unable to give any time schedule, that eventually it will all be Ku-Band. But at the same time, when I say C-Band DBS has come to stay in North America I'm referring to existing satellites up there. There's so much capacity up there, there's unused capacity. We know the lifetime of these satellites and these transponders and I would say that C-Band DBS has come to stay during the lifetime of those satellites.

Simultaneously, here we see the entry of Ku-Band. Ku-Band for coming into the urban areas and also Ku-Band is the frequency that is designed for consumer use. All the major consumer electronics firms in the world are working on Ku-Band.

SB: What would you say to those who believe C-Band will go easily into urban areas?

HG: It's qualified baloney to state you can get into urban areas with 4 GHz without problems. Any urban areas you get into in the U.S. today you face terrestrial interference due to the fact that telecommunications are there and they are using 4 GHz — and we know that the telecommunications industry is one of the most rapidly growing industries in the country. The terrestrial interference problems will not decrease, they will be an ever-increasing problem.

Once you go to Ku-Band you're done with that problem; that was the frequency designed for consumer use. So to switch to Ku-Band is the key to opening up the urban areas.

And when that happens, I think you'll see a revolution in those areas with Ku-Band when the people realize what poor picture performance they've had to live with for decades. The poor audio quality they've had to suffer from.

Go to any hotel in any major urban area in the country and switch on the TV, look at the quality of the cable TV. To me, as a European, it's unbelieveable that the people accept the poor quality when it come to picture performance, color saturation and audio.

So this is what will strike the urban population of this country like lightning. They'll say, "Hey, what a picture! And I can get it in full stereo?"

But when you open up the urban areas through Ku-Band you have to add, as I see it, other services than entertainment.

SB: Such as?

HG: What I'm thinking about specifically is with the Ku-Band facility we will be able to feed software into people's homes who own personal computers. Just like pay-per-view, you could have a pay-per-software situation. I would be surprised if IBM is not working on that now.

But still, we know from the Japanese situation that it isn't as simple as it sounds with high-powered Ku-Band transmissions. We're talking about 250 to 300 watts, and those numbers demand a lot of respect.

SB: While wide-spread usage of Ku-Band is still years off, what do you think about the seeming imminent scrambling situation and the possibility that programmers won't work with the satellite television industry?

HG: This industry, this market, is at this time significant for anyone because you have suddenly found a vehicle to reach rural America. And with the growth of the industry I would say there is not a board of directors' meeting that cannot neglect the existence and the commercial opportunity this industry creates for them.

So I think HBO has a very tough time ahead. I wouldn't like to be in HBO's place at this time, because I don't think they really know how to deal with the industry. On the one hand they have an excellent base of business in this industry. On the other, they have their cable operators in their franchise areas to take care of. The cable operators want action, they're knocking on HBO's door and saying what are we going to do with all these pirates. Are you going to have us suffer from all this? Do something.

In addition, HBO cannot sit still and just see this happening. It would be like trying to stop the railway construction in the West in the last 1800s. It's just ridiculous to neglect this factor. So I think they have a problem and I think the best thing that has happened to this industry was the recent introduction of

Gary Kistinger (left), president of Satellite Video Services, Inc., Catskill, N.Y., a Luxor distributor, discusses installation and servicing of home satellite TV receiving systems with two attendees at his firm's monthly Luxor technical seminar. They are John Currence (middle), of J.M. Video Electronics, Weehawken, N.J., and Robert Maddox, Terre Sat. Systems, Marlboro, N.J.

"So I think HBO has a very tough time ahead."

the scrambling moratorium bill in the House.

SB: What are your thoughts on M/A-Com's plan to hold on to licensing of the Video Cipher II for an undetermined amount of time?

HG: I have been very concerned about the fact that a new standard — what I'm talking about here is the encryption — is introduced, and I call it a new standard if we're facing a situation where all the programmers on Galaxy I group together and scramble. Having that situation, you've got a new standard coming on and the new standard is not available to the industry. By available I mean having this standard available in a way that it can be integrated in the products currently, or in the future, available to the consumer.

This has never happened before. We have seen Dolby Noise Reduction coming on, we have seen a variety of stereo systems, we've seen videotext, teletex coming on, we have seen a variety of stylists coming on in the consumer electronics field. It has never happened before that the developers or the creators of that new standard have not said to the remaining people, "Hey, it's here, you can buy the chips from us."

It seems to me that M/A-Com has not really been able to separate its role as a developer of a standard, or component, with its role as a receiver manufacturer.

I'm very surprised that the market will accept a single source for this. It's hard for me to believe as a European who is in the early stages of understanding the American spirit and the way Americans think and act, that they are really going to accept this scrambling and this sensoring of the technology.

The best thing that could happen to this industry is to get this moratorium bill passed because what is says about the industry not yet being ready is absolutely correct. You have to give the industry, and the technology avoe all, some more time to become ready.

SB: As a last question, I'm sure you're aware of the rural electric cooperatives — such as the ones in Georgia and North Carolina — that have begun selling or leasing dishes to their electric customers. Some dealers have become extremely concerned about what they see as unfair competition. What are your thoughts on the rural electric cooperatives?

HG: We have been watching them. We are not a part of the program but I see it as an idea that's very interesting.

I say this through the eyes of a European. In Sweden, for example, we have no commercial TV. It's all state run and it's paid by the consumer in the same way you pay your telephone bill. You have on a quarterly basis a bill you pay and that's per household. That's the way they generate the funds to run the television.

The interesting thing with having the utilities get involved in the industry is that they can supply HBO, for example, with a guaranteed and easy way to get money for its software. And we wouldn't have to run through this ridiculous issue of scrambling and sophisticated steps and means to do it. We could have it on our utility bill.

Luxor Satellite Television (STV) receivers moving through quality control.

We could have the same system in the U.S. for C-Band that we do in Sweden for TV. A guy has a dish in his yard, let's say. In the U.S. there's one person who comes to every home regularly to do something, and that is the guy who comes to read the meter. There's no way, today, that you can hide the existence of a dish. The guy comes to read the meter and says, "Oh, this guy's got a dish." So he says, "Okay mister Jim Jones, if you want to receive all these nice things, you have to pay a little fee to the programmers."

I don't know if this is far away from how people think in this country, but I guess that's a way instead of all this now going on about scrambling.

As for the unfair competition idea, you could look at it that way, but we should look upon this as just competition and ask ourselves what do we have to learn from this? What do we have to do better in order to meet this?

And, of course, it starts with us manufacturers. I think we as manufacturers have been too much concerned with moving volume than establishing quality and credibility. But I think that's changing now.

The industry should learn from these cooperatives coming in. It gives me a feeling of why is this happening? It's happening because the industry has not got its act together on adequately training dealers, establishing good standards of qualifying criterias for dealerships, etc.

I know I can, as a private person, call distributors in this country today and say I want to buy a system. They will ask me who I am and I'll tell them. I'll say, well, I don't have a business but I'm looking into this industry and thinking about buying two or three systems. They'll say no problem, just put an Inc. after your name and we'll fix you up.

So what is now happening with the utilities is a lesson for us. If we get our act together I don't think this will be a major problem. □

John Kistinger (left), vice president of Satellite Video Services, and Gary Kistinger, president, check their inventories of Luxor satellite TV receivers, antenna actuators, and related STV reception products in the warehouse of the firm's Catskill, New York, headquarters.

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SPACE Decries Ind. Plans To License TVRO Installers

GREENCASTLE, IN — The Electronics Technicians Assn., International (ETA) and the Indiana Electronic Service Association (IESA) are making plans for more technical schools for technicians engaged in the satellite business, similar to the one held here March 29-30.

The State of Indiana requires TVRO technicians to take an examination and be licensed in a manner similar to that required since 1969 for antenna installers, master antenna technicians, and television-radio service technicians.

ETA and IESA jointly sponsored a school at Depauw University in Greencastle to help prepare technicians for the state exams. One hundred and fifty-four people attended the seminars and 74 took the state exams at the conclusion of the school.

The two-day school included: Personnel from the state license board presented information pertaining to the license law; TVRO suppliers and distributors gave workshops on specific brands of equipment; theory sessions covered aspects of satellite transmission and reception; and troubleshooting sessions were held as well as interference recognition and solution classes.

Question 'blitzes' were interjected throughout the 2-day course and practice exams were utilized to help students learn, not only about specific TVRO topics, but also related antenna and MATV theory.

Additional 2-day schools will be produced by ETA and IESA, beginning with the next one in late August, now set for Indianapolis, and another in November.

Dick Glass, CET, president of ETA, said "Indiana's license law has taken too much verbal abuse from the TVRO supplier organization: SPACE, and some TVRO dealers who don't care for regulations of any type. ETA and IESA strongly support the Indiana law and believe it to be a model worthy of consideration by other states. In an industry quickly gaining a bad reputation as having too many fly-by-nighters and unqualified technical people attempting to perform the work, the electronics associations are attempting to do something positive to improve it with good schools and technical certification as well as supporting good state legislation such as the Indiana law."

SPACE, which will begin uplinking/downlinking dealer certification courses in July (see separate article this issue), believes Indiana's regulation and licensing is unnecessary. SPACE officials have said they suspect the regulation resulted from pressure by the Indiana Electronic Service Association in hopes of diverting the growing TVRO business to its own members, who are television and radio service technicians.

The testing and licensing are conducted by Indiana's State Board of Television and Radio Service Examiners, which, according to SPACE, is controlled by past or present IESA members. SPACE also contends that two of the three required tests are irrelevant to home satellite-TV installation.

Furthermore, SPACE officials said the state's laws do not give the board jurisdiction over satellite antenna installers. And they said there was no need for state regulation, because no public outcry for it existed and few consumer complaints had been received. They charged that

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the IESA, acting through its supporters on the board, was trying to create a monopoly for its own members by preventing satellite-dish installers from practicing their trade.

SPACE has asked Governor Robert D. Orr to halt Indiana's regulation of the home satellite-TV business and accept the society's nationally-administered dealer-certification program as full qualification for dish installers.

In response, Governor Orr said he was confident that the licensing board "will exercise its responsibility in re-evaluating this matter," if alternative methods to protect the consumer are presented. □

High Frontier Adds Tucson Dist. Center

TEMPE, AZ—Richard Desman, president of High Frontier Distribution, has announced the opening of a new distribution center in Tucson, AZ.

"The new location will support dealers with the same high level of service, technical assistance and satellite TV products as the company's other four locations," said Desman. "Dealers may place orders by calling the Tucson center's number, (602) 748-9201.

High Frontier Distribution also serves dealers from four other western locations: Tempe, AZ (800/382-TVRO); Van Nuys, CA (800/421-8938); Seattle, WA (800/424-4011); and Spokane, WA (800/626-6644.) □

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Basics Of Creating Good Press Relations

By Nancy Turpin-Sherwood

Although press releases are as important to the success of any public relations program as sales are to cash flow, most dealers do not feel they have the time or ability to create their own and most cannot afford professional help on a constant basis. For these reasons, among others, press releases that could be garnering free publicity and stretching a tight advertising budget are often put off until they are forgotten or their usefulness is greatly reduced.

The basics of creating and using press releases are relatively simple once they are understood and practiced a couple of times. For that reason, this column is a "rerun" since numerous dealers have requested an explanation of press release basics and tips on their use and how to get the most out of them.

Mechanics

The mechanics of creating a press release can be easily learned and with practice writing a good press release can become as easy as filling out a sales order or answering important correspondence. It helps many who are unfamiliar with press releases and terms to think of a basic press release style as a recipe. You just put the basic ingredients into the release in proper order and Viola! you have a release that will hopefully garner free publicity for your business.

Always remember that the purpose of a press release is to inform the editor, reporter or other staff member of a publication or other media of information concerning a news event or aspect of your company. Like any other type of written material, there are several different ways to accomplish this goal. One of the keys to the success of any press release is that the most important aspects of that release are covered quickly and in as few words as possible. At the same time, it is important to remember that the easier you make it for an editor to use your information, the more likely he or she is to use that information.

First, a press release should — if at all possible — be one page in length. Any lengthy, drawn-out press release is a waste of your time and the editor's. In fact, many editors will never read past the first paragraph of a release before deciding upon its use and whether to assign a reporter to check into your event or news item for more amplification and possible use in a news or feature article or item.

Basically there are four main parts to a good press release: the release line(s), the headline, the body and the contact line(s):

THE RELEASE LINE(S)— This line or lines appear in the upper left-hand corner of your page, approximately one-inch from the top if you use a blank white paper for the release, or at least two lines beneath your company logo (address, etc.) if you use pre-printed stationery. It is a good idea to use your stationery as it lends credibility.

If you do use your stationery, the release line need only say FOR IMMEDIATE RELEASE or RELEASE DATE: (followed by the date you prefer). In most cases, FOR IMMEDIATE RELEASE is your best bet since it neither dates nor restricts your release. If you do not use preprinted stationery, put your company name in all capital letters on one line above the release line to indicate to the editor who is releasing the information.

THE HEADLINE — After the release line, skip down the page three or four lines and center a headline for the release. Realize that it is very

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rare for a publication to use your headline since their headlines must adhere to very strict style, space and other restrictions.

In your release the purpose of the headline is to catch the editor's attention and get him to read the release. Try to create a short, one-line headline that covers the main purpose of your release and that will grab attention. Do not resort to untruths or sensationalism, however, since in most cases this will turn the editor off quickly. (For example, if your release deals with an anniversary celebration a simple headline such as "ABC Dealership Celebrates Second Anniversary" would be sufficient.)

THE BODY — Skip one or two lines after the headline and begin the body of your release. Although not a major requirement, it is a good idea to begin the first paragraph of the release with a dateline. A dateline is the name of the town and state where your dealership is located. Although you may leave off the state for such large, well-known cities as Tucson or New York City, it is safer to use both city and state since few people do not realize there are towns with the same name as theirs in many states or that some people just do not know that Broken Bow is in Oklahoma.

After the dateline insert several dashes (--) then begin the first paragraph of your release. Since the body of a release is the most important segment of the release it is covered in detail below.

THE CONTACT LINE(S)— Once you have finished the body of your release, skip a line or two and center the symbol -30- on a line by itself. This symbol indicates to the editor that this is the end of the release. Then skip another line or so and against the left margin add the contact line or lines. The contact line is provided so an editor will know who to contact for more information.

The contact line should read: CONTACT: (The name of the individual at your company who has been designated to answer questions from the press about this specific release.) Directly below the contact name the telephone number of your dealership should be listed, complete with area code and an extension number if applicable.

Content

There are a number of considerations concerning the body of a press release which should be taken into account during its creation. First, all of the most important information should be in the first paragraph of the press release, as indicated earlier. Just as a newspaper article crams much of the important information into the first paragraph so that skimmers or busy readers can get the gist of the article quickly, you should try to accomplish this with each press release you write.

In newspaper language, this practice is referred to as inverted pyramid style. This means that the most important information in the article appears in the first paragraph and each paragraph down is of less importance to the real value of the article. This practice allows news articles to be cut so that they will readily fit into predetermined spaces. By cutting from the bottom of the article, the editor or layout person knows that the article will still contain the most important information. Your release should follow this style to insure that even if a paragraph or two is cut from the bottom, those paragraphs remaining will contain the most important information.

To make sure that your first paragraph does follow the inverted pyramid style use another newspaper term: the five Ws. The five Ws represents the aspects of an article all newspaper reporters are expected to include in the first paragraph of a news article. They are: WHO, WHAT, WHEN, WHERE and WHY. The 5Ws actually includes an additional H — HOW —

Continued on page 54

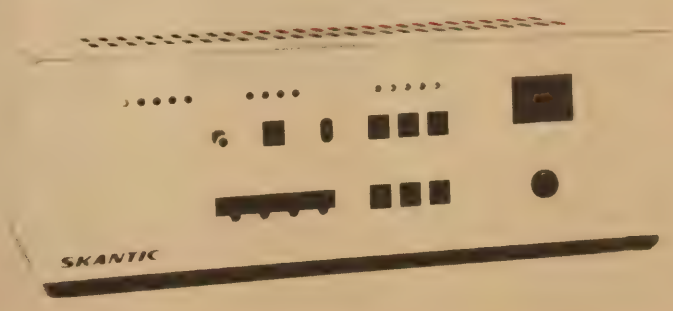
LUXOR 9550

A high performance 4 GHz, 70 MHz input receiver featuring programmable video and audio, hand held remote, four different audio systems, switchable audio bandwidths, built-in RF modulator, two speed scanning modes and built-in stereo processor.

Mark 2™

Offers independent channel selection for multiple TV sets from a single antenna, with a selection of up to 24 individual channels from a single satellite. The Mark 2 also features individually programmed audio, automatic fine tuning control. fine tuning storage, special function switches and built-in stereo processor.

SKANTIC



Offers versatility and quality performance including fine tuning and video, automatic audio and video digital memory, automatic polarization and four programmable audio modes.

The Northeast's Leading Distributor

Satellite Video Services™

Sales and Marketing Assistance
Factory Authorized Service
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800-831-DISH - NY Only

Satellite Video Services NH, Inc.
RR #2, Harriman Hill Rd., Raymond, NH 03077
603-895-3182 • 800-448-0012 - National

Satellite Video Services PA, Inc.
317 E. Pleasant Valley Blvd., Altoona, PA 16602
814-942-5003 • 800-242-3860 - PA Only

Satellite Video Services WNY, Inc.
East Avenue Extension, Hornell, NY 14843
607-324-3435 • 800-642-0018 - NY Only

800-367-8899 National

Uniden M/A Com Intersat Gensat Houston Tracker Winegard Conifer Laux Orbitron Kent Surveyor

Circle 11 on Reader Service Card

In stock now!

SPACE Asks FCC To Prevent 'Aesthetic' Dish Banning

WASHINGTON, DC—SPACE has urged the Federal Communications Commission to prevent communities from banning satellite dish antennas simply because some people don't like their looks.

The association called on the FCC to limit significantly the use of aesthetic considerations in local zoning ordinances designed to restrict installation of home earth stations.

The appeal was among suggestions filed on May 8 by SPACE, which otherwise supports the FCC's proposed preemption of zoning that discriminates against satellite dishes.

SPACE said the proposed rule, which the five FCC commissioners recommended unanimously in March, recognized that local attempts to impose unreasonable zoning restrictions on home satellite TV had created a national problem.

The FCC's proposed rule would permit local ordinances to stand, if they could be shown to have direct, tangible relation to valid aesthetic aims and were the least restrictive means of accomplishing those aims.

SPACE warned that this would give opponents of earth stations a way to undermine the FCC's preemption of unreasonable local zoning. Because aesthetic concerns are inherently subjective, SPACE said, communities could devise aesthetic standards to support even the most prohibitive zoning.

SPACE noted that the courts have been hesitant to accept aesthetics as justifications for zoning restrictions.

SPACE made two alternative recommendations. It urged the FCC to rule that aesthetic objectives alone would not justify zoning that discriminates against satellite dishes in favor of other communications facilities, such as standard TV and radio antennas. Bona fide historical districts would be exempt.

Alternatively, SPACE suggested that the FCC preempt aesthetically-based ordinances to the extent that they impose bans or substantial burdens on installation or use of earth stations, again excepting historical districts. □

Satellite Business™ Receives 'Maggie' Excellence Award

PALM SPRINGS, CA—Steve Tolin, publisher of *Satellite Business,* the newspaper for the home TVRO industry, has announced that the publication has been awarded the Western Publications Association's coveted Maggie award for editorial excellence.

"Receiving the Maggie award is a personal honor, but the award is the result of the hard work and dedicated efforts of the entire *Satellite Business* staff," Tolin said. "Each member of the staff has contributed to the success of *Satellite Business* and has earned this award."

According to Tolin, the Western Publications Association presents the Maggie awards to honor professional journalism in various publishing categories. *Satellite Business* received the award in the tabloid publication category. □

Satellite Business™

How to Take the "Hit and Miss" Out of Marketing

$250.00

1985 DIRECTORY OF SATELLITE DEALERS™

1

$250.00

DIRECTORY OF
ELLITE DEALERS™

2

'Bargain-Priced' Ad Program Slow For American Microcom

By Dave Clark

CAMBRIDGE, OH — An innovative and bargain-priced advertising program intended mainly for use by TVRO dealers in the eastern U.S. has met with a cooler reception than its creators bargained.

American Microcom Systems Inc. (AMS), a Cambridge-based systems distributor, last year commissioned its local ad agency EF Advertising Group to prepare a generic advertising kit targeted to its own and other TVRO dealers east of the Mississippi. Available since late March at a unit price of $5, the multi-ad kit has sold only 100 of an initial 750 units produced.

"We haven't done an extensive amount of promotional work with it," admits AMS vice president Duane Richmond. "We figured that the kit would more or less sell itself. There's something in there for just about every sports season and a couple of ads for any time of the year."

The nominal $5 price, Richmond says, was instituted to give the program a non-give-away perception of value, not to make a profit for AMS. "If we got it into everyone's hands, we might break even."

Adds Ronald R. Fichthorn, president of EF Advertising Group: "If an individual dealer wanted to put together a kit like this, it would cost him thousands of dollars."

For the $5 price, a dealer receives eight camera-ready advertising "slicks" — four different ads in two sizes — plus four 8½"x11" sheets of product art and manufacturers' logos in multiple sizes. None of the ads, suitable for print media publication, identifies American Microcom; and the product art sheets identify only major manufacturers — such as Drake, Houston Tracker, Chaparral, Janeil, Uniden and Laux — whose products AMS distributes.

Richmond says the humor-oriented ads are designed to show the consumer attractions of satellite television systems. The dealer adds his own logo, price or product information and essentially claims the professional-quality ad as hi own. AMS wants all the glory to go to the dealer.

"We were one of the first distributors to offer anything like this," Richmond says. "We had two purposes: First, to build our relationship with our own dealers and give them a more professional profile above other dealers in their market.

"The second purpose was to add new dealers when they see the kind of support we're trying to give to our own."

As to the apparent lack of support that American Microcom has received for its ad campaign from its own active dealers, numbering about 650, Richmond says, "The people that have gotten this kit really like it. We've had good response particularly from new dealers who used the program to reduce their startup costs and give their dealership a professional image from Day One.

"But we were reluctant to spend additional money promoting something of obvious benefit, and it still seems kind of funny to me that more people were not willing to go that token price. We'll give it a little more time and probably try to promote it a little more."

Promotion will be done through trade shows and also through AMS' monthly *Hotliner*. Published since early 1984, *Hotliner* is a combination newsletter/direct mail piece that Richmond says

Continued on page 46

Suddenly aware of the number of potential home satellite buyers for whom cable will never be a viable option, electronic giants are closing in for a slice of the action. Companies that know how to market!

As if that weren't enough, the Koreans and Japanese too are scenting big, big profits.

Six, nine months from now, prices tumble. The squeeze is on. What will you do? Slap a new ad together. Frantically make more phone calls. Hire additional sales people. And at year's end, you'll wonder where all the profit went. Because unless your efforts get you to the decision-makers, you're wasting your time!

That's why you need the 1,500-page **1985 Directory of Satellite Dealers**. Jam-packed with 17,000 ways to assess your competition and expand your sales volume, it's the first comprehensive directory of satellite dealers in the TVRO industry.

By listing every satellite dealer in the country, the **Directory** makes it a cinch to devise strategic sales plans based on geographic density. And prioritizing sales trips by company size and location guarantees you don't miss a single potential customer.

A dealer's every vital statistic will be at your fingertips. How many new store openings are scheduled? What is his sales volume, and what will it be tomorrow? Every service he offers, the number of employees, the square footage — even such details as customer financing and site survey capability are in the **Directory**.

No more "hit and miss" for your sales team. You'll know who the decision-maker is before you make your sales call — and exactly what he or she is buying! No wasted phone calls or fruitless sales trips.

By comparing your performance with known data, you'll be able to monitor the effectiveness of your sales effort and marketing techniques. You can study the competition locally, regionally and nationally — comparing the penetration of your sales reps with those of others.

At trade shows, you'll be able to identify the size of the companies that visit your exhibit. While getting out strategically planned pre-trade show publicity and new product announcements becomes a cinch.

You'll also squeeze the most from your advertising dollar by targeting campaigns to hit big where they count most. And your product rollouts and promotions will pack a wallop because they'll be based on retail concentration.

We've only just begun to outline the revolution in marketing this $250 miracle makes possible. But why not examine the **Directory** for yourself?

For fast ordering, call this toll-free number: (800) 523-5533.

Please send me _____ copies of the **1985 Directory of Satellite Dealers** at $250.00 per copy $ _____

Sales Tax (Calif. residents add $15.00 per book) $ _____

Postage and Handling add $10.00 per book $ _____

Enclosed is my check in the amount of... TOTAL $ _____

Other Ways to Order (Check the one you prefer)

☐ Bill Me

☐ Charge my ☐ Visa ☐ Master Card ☐ American Express

Account Number _____

Expires _____

TO ORDER YOUR COPY BY PHONE, CALL TOLL FREE (800) 523-5533 or (619) 323-2000

☐ Enter this on a "standing order" to be sent automatically each year.

NAME _____

COMPANY _____ TITLE _____

ADDRESS _____

CITY _____

PHONE ( ) _____ STATE _____ ZIP _____

Signature _____

Mail To: 1985 DIRECTORY OF SATELLITE DEALERS, P.O. Box 2772, Palm Springs, CA 92263

Circle 12 on Reader Service Card

Jack Krisel has recently assumed the position of vice president of operations for General Satellite Corp.

Formerly of Motorola C&E, Krisel brings to General Satellite a background in communications engineering and management.

Krisel will be in charge of production for General's new line of antennas as well as a member of the firm's new product development team. □

John S. Crispin became Intelsat's director of operations last month succeeding William Geddes who retired after 7 years with the organization.

Crispin joined Intelsat in September 1984 as director of business planning, a position he held until now. Prior to joining Intelsat he served with Teleglobe Canada for 17 years, first as chief engineer, subsequently as vice president, operations, and then as vice president, personnel and administration.

As Intelsat's director of operations, Crispin will be responsible for the planning, directing, executing and coordinating of activities relating to communications operations and operations services and plans, reporting to John D. Hampton, deputy director general, operations and development. Also, he will be responsible for the Intelsat operations and the television service bureau. □

Superwinch Inc. has named **Charles E. "Chuck" Thompson** general sales manager.

Thompson spent eight years as district sales manager of Duff-Norton of Charlotte, and graduated from the University of Connecticut. □

Gensat Communications Corp. has announced that it has retained **Bobby Taylor** to study MTVRO product distribution in the U.S. and establish a sales office to service its U.S. distributors.

Until a final location is selected, the contact address is: Gensat Communications Corp., Suite 300, 6584 Poplar St., Memphis, TN 38138, (901) 682-1670.

Taylor's staff will include Carol Hendrix and his wife, Barbara. □

James F. Dillon has been named president of General Satellite Corp. He brings 20 years of sales and marketing expertise to the company. □

Netcom Video has named **John Draper** as general manager, Netcom Video operations. Draper's responsibilities will include the management of all personnel and equipment during events serviced by Netcom Video.

Steph Adams has been named general manager, Netcom Video sales and marketing. He will be responsible both for generating new business and overseeing current client activities.

Working with Draper and Adams in the company's San Francisco office will be **Deborah Smith,** administrative manager for Netcom Video, responsible for project research and billing. □

It has been learned that **Ron Rudolph,** editor of *Satellite Dealer,* and **Bruce Kinnaird,** executive editor, both of CommTek Publishing Co. in Hailey, ID, have decided not to make the company move from Hailey to Boise. Sources say that the publisher David Wolford decided to move the company to gain better communication access for his publications. □

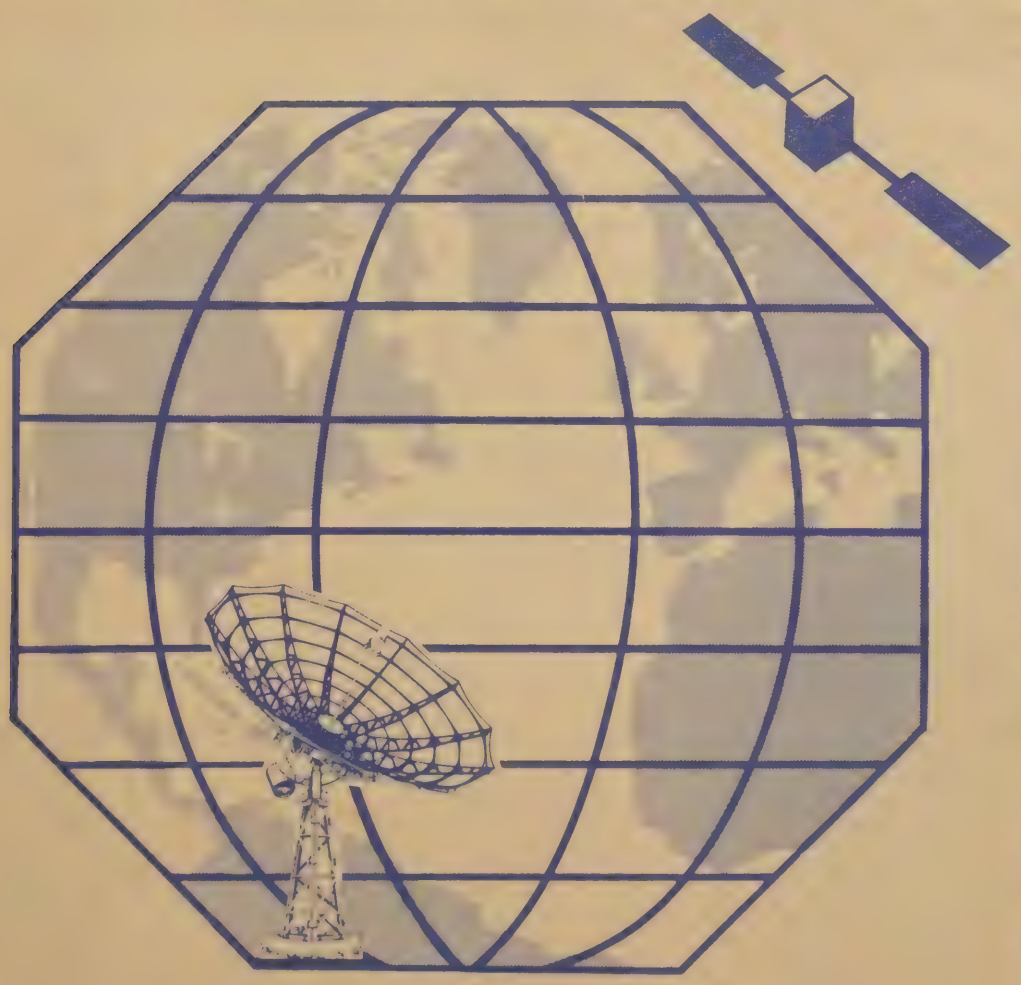
Ken Beck

Pen/Tec MTI has announced that **Ken Beck** has been named president of the company, effective May 17. Beck comes to Pen/Tec from Western Mortgage company. □

Satellite Business™

Southeast Satellite DISTRIBUTORS, INC.

IS RESHAPING THE WORLD OF SATELLITE TELEVISION COMMUNICATION



Amplica
Avantek
Avcom
Blonder Tongue
Comm Scope
California Amp.
Dexcel/Gould
DX
Hero
Houston Tracker
Janeil
KLM
Luxor
M/A-COM
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Norsat
Paraclipse
Prodelin
Raydx
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STS
Toki
Uniden
Wilson
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PIONEER MEMBER OF SPACE
The Voice of the Satellite Earth Station Industry

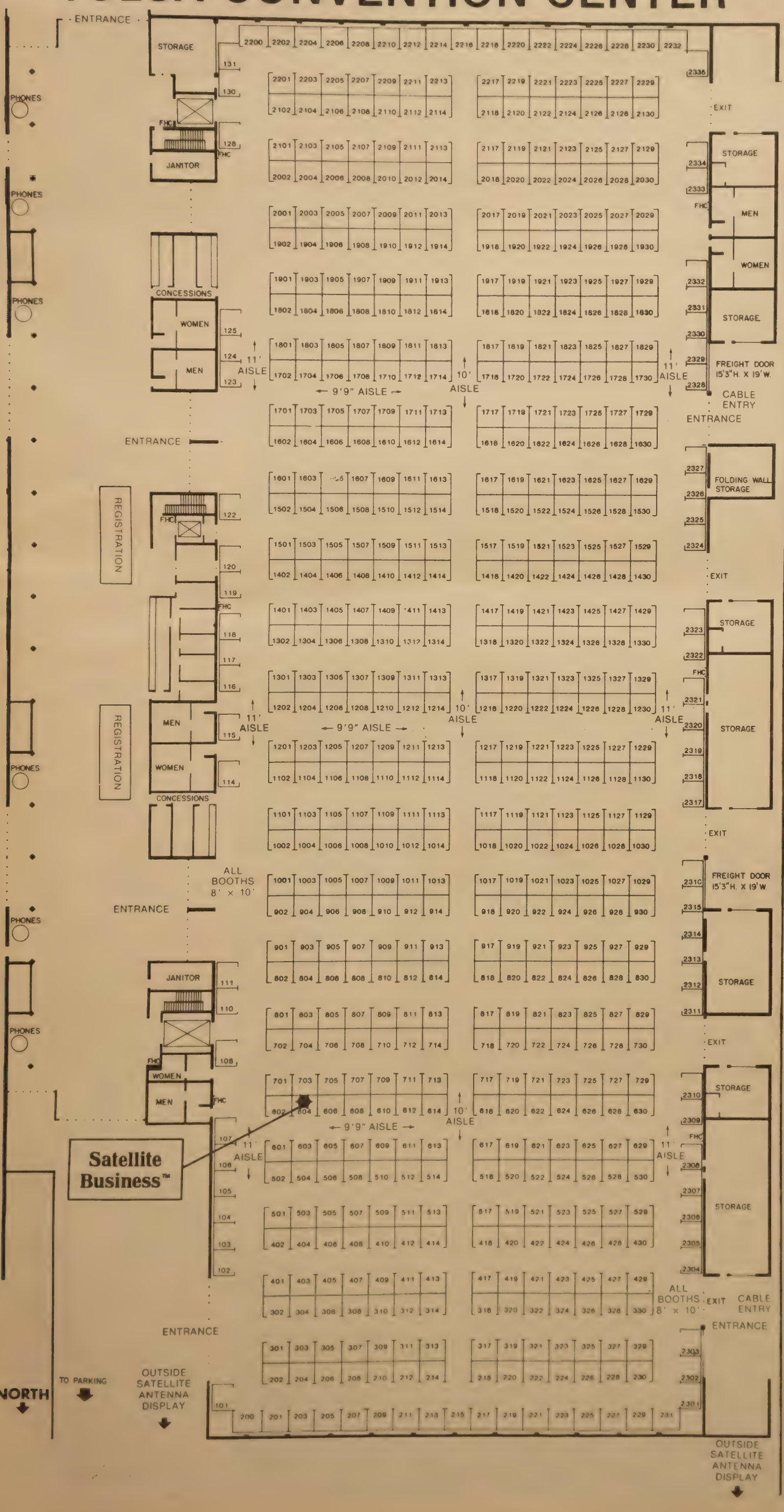
WE PROVIDE EXPORT LICENSING AND SHIPPING WORLDWIDE*

CORPORATE/INTERNATIONAL HEADQUARTERS: 1291 S.W. 27TH AVENUE, POMPANO BEACH, FLORIDA 33069, NATIONAL WATTS (800) 354-DISH, FLORIDA WATTS (800) 548-3500, TECHNICAL ASSISTANCE (305) 974-1991, TELEX: 523303. **NORTH FLORIDA REGIONAL OFFICE:** U.S. I NORTH, TALL PINES INDUSTRIAL PARK, P.O. BOX 3229, ST. AUGUSTINE, FLORIDA 32085, NATIONAL WATTS (800) 824-DISH, FLORIDA WATTS (800) 824-3300, TECHNICAL ASSISTANCE (904) 824-1915. *WEST FLORIDA REGIONAL OFFICE:* LAKELAND, FLORIDA - OPENING SOON! **CARIBBEAN WAREHOUSES:** RIO PIEDRAS, PUERTO RICO AND ST. MAARTEN, NETHERLAND ANTILLES.

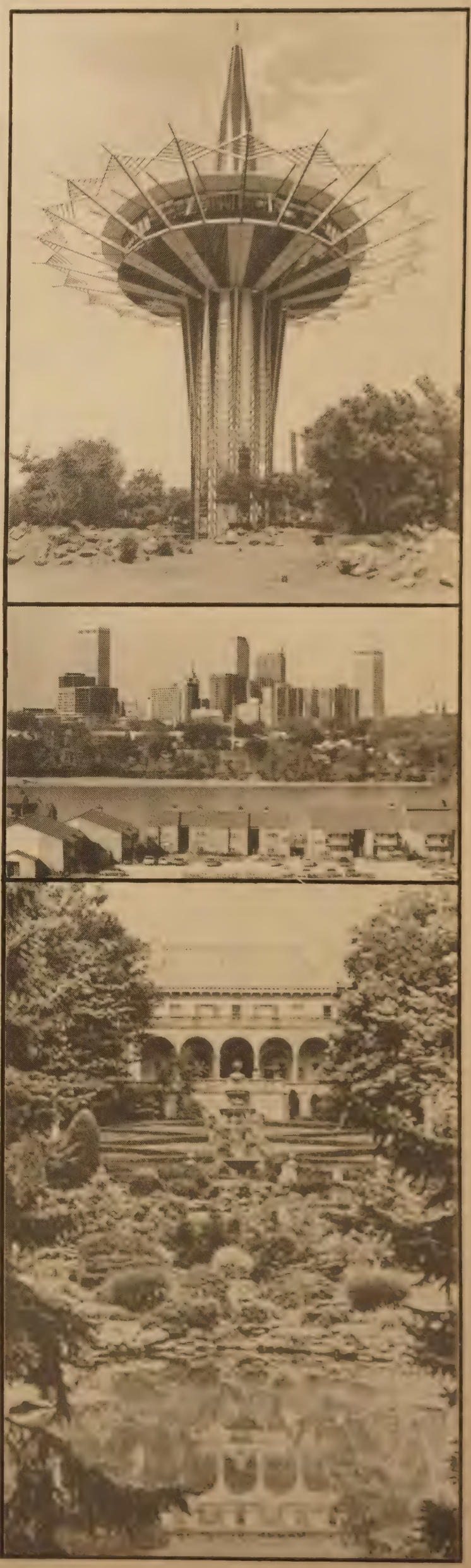
*ORIGINAL IMPORT CERTIFICATE REQUIRED BY ALL COUNTRIES IN THE EASTERN HEMISPHERE

Circle 13 on Reader Service Card

TULSA CONVENTION CENTER



Tulsa!



A

ABC BIRDFINDER
44 Greenville St.
Newnan, GA 30263
(404) 253-7896
Booth: 2325
Names of Personnel:
Billy Perkins
Description of Show Products:
Site Survey Instruments

AJAK INDUSTRIES/GEO SYNC
200 E. Trail
Dodge City, KS 67801
(316) 227-2181
Booths: 2024 & 2026
Names of Personnel:
Barbara Berry
Description of Show Products:
Complete Systems

A S A P
Box 9568
Wichita, KS 67277-0568
(316) 721-2452
Booth: 2214
Names of Personnel:
Hap Anderson
Description of Show Products:
Warranties

ADVANCED TECHNOLOY, INC.
P.O. Box 722
Huntsville, AR 72740
(501) 738-2025
Booth: 625
Names of Personnel:
Bill Buckingham
Description of Show Products:
Complete Systems

AMERICAN ECSTASY
A div. of National Sat. Entertainment
419 Park Ave. So.
New York, NY 10016
(212) 696-1221
Booths: 1524 & 1526
Names of Personnel:
Paul Klein
Description of Show Products:
Programming

ANDERSON SCIENTIFIC
2693 Commerce
Rapid City, SD 57702
(619) 341-3781
Booths: 412, 414, 511 & 513
Names of Personnel:
August Anderson
Description of Show Products:
LNA's & Receivers

ANTENNA DEVELOPMENT & MFG. (ADM)
P.O. Box 1178
Popular Bluff, MO 63901
(314) 785-5988
Booths: 910 & 912
Names of Personnel:
James Gowen

ARC FINDERS
815 W. New Hope
Rogers, AR 72756
(501) 631-2200
Booths: 517, 519, 418 & 420
Names of Personnel:
Dale Nichols
Description of Show Products:
Controls & Actuators

ARCHER FIBERGLASS, INC.
1304 E. 13th
North LIttle Rock, AR 72114
(501) 372-2081
Booth: 219
Names of Personnel:
Terry L. Archer
Description of Show Products:
Antennas & Accessories

ASTORIA
204 N. Main St.
LaGrange, MO 63448
(314) 655-2260
Booths: 227 & 229
Names of Personnel:
Jerry Brandt
Description of Show Products:
Complete Systems

ASTRA
778 E. 93rd St.
Brooklyn, NY 11236
(718) 346-1200
Booth: 923
Names of Personnel:
Carl Jacobs
Description of Show Products:
Antennas

ASTRO INDUSTRIES
29100 Hall St.
Solon, OH 44139
(216) 248-5656
Booths: 421 & 423
Names of Personnel:
Allan Weltman
Description of Show Products:
Complete Systems

ASTRONIX
822 E. 6th
Little Rock, AR 72202
(501) 372-1005
Booths: 1929 & 1830
Names of Personnel:
William Kwak
Description of Show Products:
Complete Systems

ATHENIAN PRODUCTS
801 Hwy. 72 W.
Athens, AL 35611
(205) 232-0814
Booths: 324, 326 & 328
Names of Personnel:
David Foster
Description of Show Products:
Complete Systems

AUTOMATION TECHNIQUES
1550 N. 105th E. Ave.
Tulsa, OK 74116
(918) 836-2584
Booths: 317 & 218
Names of Personnel:
Ted Anderson
Description of Show Products:
Complete Systems

AVANTEK, INC.
481 Cottonwood Dr.
Milpitas, CA 95035
(408) 946-3080
Booths: 1104 & 1106
Names of Personnel:
Debbie Dilbeck
Description of Show Products:
LNA's

HERE'S WHY
THE PENTEC/MTI™ 4100 IS
SO WELL RECEIVED.

▪ Infrared command reception. This allows proven and reliable remote control—without the risk of interfering with a neighbor's cordless telephone or automatic garage opener. Plus with an extra link one can have complete control from anywhere in the house and still avoid the disadvantages of UHF. ▪ Slim, attractive design. Today's consumer wants technology that is both functional and visually appealing. The 4100 is smaller, lighter, and better designed than the competition. ▪ Hammerblow actuator. Distributors across the nation are reporting that this is a popular feature of the 4100 model. Reliability is high. Maintenance problems are low. That says it all. (Other actuator models still available by request.) ▪ Superior hand held system. With the 4100 one can

easily interface the receiver and positioner. Simply call your distributor and order the hand held control for your type of receiver. There is no need to open the receiver to rewire or solder anything. That means warranties are maintained, and installation time and costs are reduced. ▪ Overall excellence. PenTec offers an innovative line of products which meet the needs of today's consumers—from budget to top-of-the-line. The value of those products is enhanced by a service and warranty record second to none, and by a well-deserved reputation for quality, reliability and factory support. Call us with any questions you may have or any suggestions on how we may better be of service to you. ▪ 1-801-972-4817, ext. 401 or ext. 344. 2351 South 2300 West, SLC, Utah 84119

PenTec MTI Systems Proudly Created in the U.S.A.

Circle 14 on Reader Service Card

AVCOM OF VIRGINIA
500 S. Lake Blvd.
Richmond, VA 23236
(804) 794-2500
Booths: 506 & 598
Names of Personnel:
Andy Hatfield

(616) 965-2371
Booth: 1521
Names of Personnel:
Ed Phillips
Description of Show Products:
Sat-trol Actuator Control Systems

BURTON SATELLITE
4995 Hwy. 35
Big Fork, MT 59911

(406) 837-5290
Booths: 314 & 413
Names of Personnel:
Debi Burton
Description of Show Products:
Complete Systems

C

CABLE TV SUPPLY
1610 W. Evans, Suite H
Denver, CO 80110
1-800-525-9701
Booth: 2335
Names of Personnel:
Jack Joynt
Description of Show Products:
Complete Systems

CALIFORNIA AMPLIFIER
3481 Old Conejo Rd., Suite A3
Newbury Park, CA 91320
1-800-621-4080
Booths: 318 & 417
Names of Personnel:
Sharon Schmalzried
Description of Show Products:
LNA's & Accessories

Continued on page 28

B

B.E.L-TRONICS LTD.
2205 W. Harry, Unit 10,
Wichita, KS 67213
1-800-835-4054
Booths: 2320 & 2321
Names of Personnel:
Keith Fannon
Description of Show Products:
Complete Systems

BALDWIN ODOM
P.O. Box 1537
Cabot, AR 72023
(501) 843-8227
Booth: 430
Names of Personnel:
Randall Odom
Description of Show Products:
Antennas

BASIC SYSTEMS
1919 S. 129 East Ave.
Tulsa, OK 74108
(918) 437-7066
Booths: 402 & 501
Names of Personnel:
Karen Moon
Description of Show Products:
Tracking Systems

BEACH CRAFT ELECTRONICS
701 Collier
Hannibal, MO 63401
(314) 221-4146
Booths: 829 & 730
Names of Personnel:
Larry Daly
Description of Show Products:
Complete Systems

BIRDVIEW SATELLITE COMMUNICATIONS
8500 W. 110th St.
Overland Park, KS 66210
(913) 451-2636
Booths: 2001, 2003, 2005, 1902, 1904 & 1906
Names of Personnel:
Ed Gorsuch
Description of Show Products:
Complete Systems

BJORN SATELLITE SYSTEMS
10218 Ronald Dr.
LIttle Rock, AR 72205
(501) 225-7508
Booths: 1022, 1024, 1121 & 1123
Names of Personnel:
Tom Hunt
Description of Show Products:
Complete Systems

BLUE STAR WHOLESALE SATELLITE
804 Hwy. 64
Henderson, TX 75652
(214) 657-0521
Booth: 1420
Names of Personnel:
Mike Jackson
Description of Show Products:
Complete Systems

BURR ENGINEERING
730 E. Michigan Ave.
P.O. Box 460
Battlecreek, MI 49016

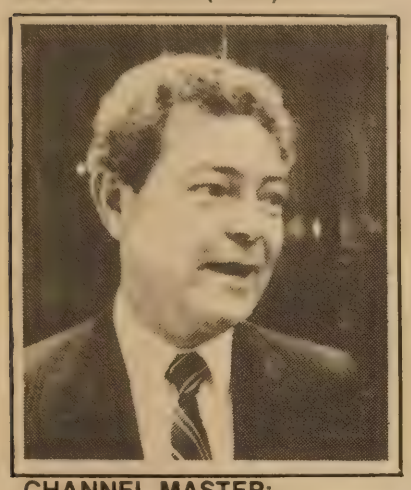
Circle 15 on Reader Service Card

26 CES Show Photos

AMPLICA: David Van Horn, Mel Woolf, Don Brown, Coy Matheny, Southern Scientific, Bill Wilson, David Lee, Carol Dodson, Michael Golds (front).

BELTRONICS, LTD.: Rudy Sagyl.

CONIFER: Eric Bonewitz, Cathy McCulley, Connie Clark, Jim Clark.



CHANNEL MASTER: Richard Derrenbacher.

UNIDEN: Mike Crall, Mark Brady, Don Scroggs.

CVS/HERO: Keith Huff, CVS, Jerry Collins, CVS, Robert Behar, Hero.

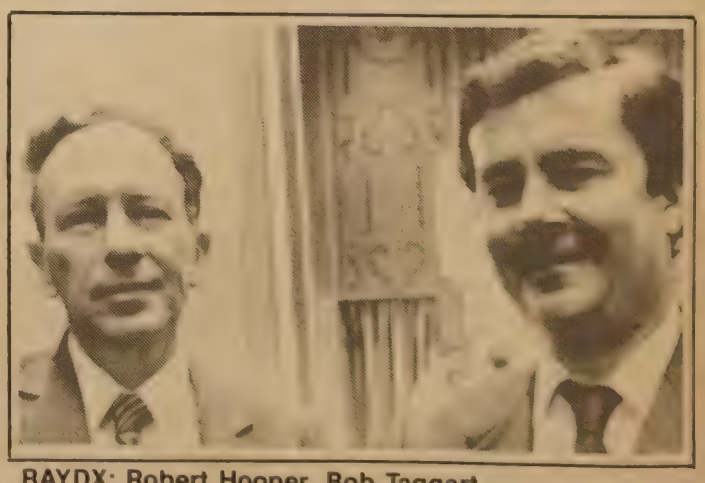
SUPERWINCH; Chuck Thompson, Frank Tolsdorf, Jr.

HOUSTON TRACKER: Robin Reeves, Rob Partain.

LUXOR: Hans Giner.

DRAKE: Mike Brubaker, Merl Powell.

PANASONIC: Henry Hammerstein, Tom Hajjar.



RAYDX: Robert Hooper, Bob Taggart, Chaparral Communications.

TANDY CORP.: Lee Benson. Bob Luly, Bob Dushane, Janeil.

CONSUMER SATELLITE SYSTEMS: Don Cook, John Becker, Wayne Dotson, Mike Griffith, Dick Sabino.

SAN PIERRE SATELLITE: Randy Scott.

CES Show Photos 27

WINEGARD: Randy Winegard, Robert Fleming, James Riffel, Harry Rheinschmidt

REGENCY ELECTRONICS: Marc Diebold.

SCANNER: Herman Rupprecht, Paul Stewart.

DEXCEL DIV/HYTEK: Teri Peterson.

M/A-COM: Phil Cox, Chuck Uhl.

KLM/DRACO; Greg Gralewski, Draco, Gary Rhodes, Draco, Victor Matthew, KLM, Gary Gordon, KLM.

PROSAT: Bob Davidow, Steve Liao, Bobbie Gargotto, Marilyn Lieb.

CHANNEL MASTER: Don Berg.

BIRDVIEW: Robert Neyer, Bill Winter, Phil Conforti, Edward Gibson.

Shondra Wilson, WILSON MICROWAVE, Gary Brothers, D & H DISTRIBUTORS, Al Acri, LIENAU ASSOCIATES.

QUANTUM PUBLISHING: Bruce Moore.

O'ROURKE BROTHERS DIST.: Joe O'Rourke, Kay Julius.

STS: Craig Hern, Debbie Hopkins, Paula Gerken, Mike Manning, Tim Lenhart.

PICO PRODUCTS: Daniel Bird, Al Cogwin, Henry Cook, Kent Hitchcock.

Continued from page 25

CERTIFIED INDUSTRIES
P.O. Box 165
Cabot, AR 72023
(501) 843-7741
Booths: 1117, 1119, 1018 & 1020
Names of Personnel:
Pam Jones
Description of Show Products:
Antennas, Mounts & Accessories

CHANNEL GUIDE
P.O. Box 1633
Englewood, CO 80150
(303) 779-7930
Booths: 110 & 111
Names of Personnel:
Jim Sund
Description of Show Products:
TVRO Publications

CHANNEL MASTER
P.O. Box 1416
Industrial Park Dr.
Smithfield, NC 27577
(919) 934-9711
Booths: 301, 303, 305, 202, 204, 206
Names of Personnel:
Michael Walker
Description of Show Products:
Complete Systems

CHAPARRAL COMMUNICATIONS
2360 Bering Dr.
San Jose, CA 95131
(408) 262-2536
Booths: 902, 904, 906, 908, 1001, 1003, 1005 & 1007
Names of Personnel:
Thomas Verna
Description of Show Products:
Polarators & Antenna Feed Horns.

CHIEF INDUSTRIES
W. Highway 30
Grand Island, NE 69902
(308) 382-8820
Booths: 824 & 826
Names of Personnel:
Phil Cartwright
Description of Show Products:
Complete Systems.

CIMARRON DISTRIBUTING
Rt 2, Box 55
Selmar OK 73834
(405) 727-4259
Booth: 1812
Names of Personnel:
Linda Miller
Description of Show Products:
Complete Systems.

COLUMBIA SATELLITE
10517 SE Knight St.
Portland, OR 97266
(503) 774-8459)
Booths: 2311, 2312 & 2313
Names of Personnel:
Lanny McCubbin
Description of Show Products:
Complete Systems.

COMET ANTENNAS, INC.
Rt 1, Auburndale, WI 54412
(715) 652-3175
Booth: 521
Names of Personnel:
John Hrusovszky, Jr.
Description of Show Products:
Antennas.

COMMAND PERFORMANCE
120 Middlefield Rd.
Scarboro, Ontario, Canada
(416) 752-4120
Booths: 1818, 1820, 1822 & 1824
Names of Personnel:
Kosta Todorovski
Description of Show Products:
Antennas & Mounts.

COMMTEK PUBLISHING
P.O. Box 1048
Hailey, ID 83333
(208) 788-4936
Booths: 1203, 1205 & 1207
Names of Personnel:
Monica Newman
Description of Show Products:
TVRO PUblications.

CONIFER CORP.
P.O. Box 1025
1400 N. Roosevelt
Burlington, IA 52601
(319) 752-3607
Booths: 1919, 1921 & 1923
Names of Personnel:
Jim Clark

CONNECTICUT HOME THEATRE CORP.
P.O. Box 424
Brooklyn, NY 11230
(718) 253-4483
Booth: 224
Names of Personnel:
John Mester
Description of Show Products:
Complete Systems.

CONSOLIDATED CABLE INTERNATIONAL
2687 McCollum Parkway
Kennesaew, GA 30144
(404) 426-6494
Booth: 1709
Names of Personnel:
Bruce Publicover
Description of Show Products:
Cable.

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Noblesville, IN 46460
(317) 845-4400
Booth: 1721
Names of Personnel:
Mike Schroeder
Description of Show Products:
Complete Systems.

CONTINENTAL SATELLITE
15450 SE Formor Court
Clackamas, OR 97015
(503) 656-2774

Booths: 2314 & 2315
Names of Personnel:
Dan Berge
Description of Show Products:
Antennas.

CYRIL BATH COMPANY
1610 Airport Rd.
Monroe, NC 28110
(704) 289-8531
Booth: 717
Names of Personnel:
Nydia Miles

Description of Show Products:
Complete Systems.

D

D H SATELLITE
P.O. Box 239
600 N. Marquette Rd.
Prairie du Chien, WI 53821
1-800-392-6884

Booths: 617 & 518
Names of Personnel:
Michael Doll
Description of Show Products:
Complete Systems.

DX COMMUNICATIONS, INC.
10 Skyline Dr.
Hawthorne, NY 10532
(914) 347-4040
Booths: 1401, 1403, 1405, 1302, 1304, 1306

Names of Personnel:
Dick Gonzalez
Description of Show Products:
Receivers.

DALLAS WIRE & CABLE
13620 Neutron
Farmers Branch, TX 75244
1-800-242-9473
Booth: 1803
Names of Personnel:
Jay Dorfman
Description of Show Products:
Wire & Cable.

DELSTAR SYSTEMS INC.
7800 Bissonett, Suite 200
Houston, TX 77074
(713) 776-0542
Booths: 802 & 901
Names of Personnel:
Bill Tatroe
Description of Show Products:
Satellite Positioners.

DEXCEL/INNOVISION
1004 Stewart Dr.
Sunnyvale, CA 94086
(408) 943-9055
Booths: 1901, 1903, 1905, 1802, 1804 & 1806
Names of Personnel:
Karen Lawson
Description of Show Products:
Receivers & LNA's.

DIALCO ENTERPRISES
N. Hwy. #5
Camdenton, MO 65020
1-800-325-0665
Booth: 228
Names of Personnel:
Carlos Dial
Description of Show Products:
Complete Systems.

DIGITAL INSTRUMENTS
550 Julie River, STe. 350
Sugarland, TX 77478
(713) 240-6223
Booth: 123
Names of Personnel:
Linda Butler

DISH SETTER
1314 W. Saginaw Rd.
P.O. Box 534
Sanford, MI 48657
(517) 687-7488
Booth: 105
Names of Personnel:
Hank Huchins

DOCKERY SATELLITE
HCR 67, Warsaw, MO 65355
(816) 438-6192
Booth: 1808
Names of Personnel:
Kathy Dockery

DONLEY INTERNATIONAL
5702 D. West 34th St.
Houston, TX 77092
(713) 956-2984
Booths: 2304 & 2305
Names of Personnel:
W. S. Simonite
Description of Show Products:
Complete Systems.

DOWNLINK
14750 S. Grant
Bixby, OK 74008
(918) 366-7404
Booths: 231 & 2301

DRACO LABS
1005 Washington

Continued on next page

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Address: _____
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Telephone: _____

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Overland Park, KS 66225

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Toll-Free # 1-800-835-0662

Circle 16 on Reader Service Card

Continued from previous page

Grafton, WI 53024
(414) 377-0770
Booths: 1701, 1703, 1705 & 1707
Names of Personnel:
Paul Cherry
Description of Show Products:
Actuators & Controls.

R L DRAKE COMPANY
9111 Springboro Pike
P.O. Box 112
Miamisburg, OH 45342
(513) 866-2421
Booths: 1212, 1214, 1311 & 1313
Names of Personnel:
M. Brubaker
Description of Show Products:
Receivers, Stereo Adaptors, LNA's, & Antenna Positioners.

DULANEY'S
100 N.W. 44th St.
Oklahoma City, OK 73101
(405) 528-0511
Booths. 1517 & 1418
Names of Personnel:
Charles Walker
Description of Show Products:
Complete Systems.

E

E S P
2532 Regency Rd.
Lexington, KY 40503
(606) 278-1209
Booth: 1708
Names of Personnel:
Gary Friesz
Description of Show Products:
Complete Systems.

E-Z TRENCH MANUFACTURING
Rt 3, Box 626
Hwy. 701 South
Loris, SC 29569
(803) 756-6444
Booth: 1114
Names of Personnel:
Jimmie Jacobs
Description of Show Products:
Complete Systems.

EAGLE MANUFACTURING
2595 McCollough Rd.
Nanaimo, B.C. Canada
V9S 4Na.
(604) 756-1112
Booth: 207
Names of Personnel:
Ken Malpass
Description of Show Products:
Complete Systems.

EAGLE SATELLITE SYSTEMS
299 Beeline Dr.
Bensenville, IL 60106
(312) 595-5449
Booths: 1523 & 1525
Names of Personnel:
Michael J. Karaffa
Description of Show Products:
Complete Systems.

ECHOSPHERE CORPORATION
1925 W. Dartmouth Ave.
Englewood, CO 80110
(303) 761-4782
Booths: 1601, 1603, 1605, 1607, 1502, 1504, 1506 & 1508
Names of Personnel:
Charlie Ergen
Description of Show Products:
Complete Systems.

ELECTROHOME LTD.
809 Wellington St. North
Kitchener, Ontario,
Canada N2G 4J6
(519) 744-7111
Booths: 1704 & 1706
Names of Personnel:
Roger Gratl
Description of Show Products:
Receivers.

ELECTRONIC DESIGN CORP
7123 I-30, Suite 25,
Little Rock, AR 72209
(501) 568-5141
Booths: 2204 & 2206
Names of Personnel:
John Cryer
Description of Show Products:
Antenna Positioners, RF Modulators & Custom RF.

EQUUS/NOVA
17291 Mt. Herrmann St.,
Fountain Valley, CA 92708
1-800-522-1013
Booth: 614
Names of Personnel:
Howard Miller
Description of Show Products:
Complete Systems.

EXECUTIVE ANTENNA
101 Tammy Lane
Beeby, AR 72012
(501) 882-3827
Booth: 205
Names of Personnel:
Debbie Roe
Description of Show Products:
Antennas.

F

FIBERDOME INC.
P.O. Box 11
Lake Mills, WI 53551
(414) 648-8376
Booth: 2129
Names of Personnel:
Steve Bendall

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Description of Show Products:
Complete Systems.

FINNIGAN SATELLITE CABLE COMPANY
1714 Scherer Parkway
St. Charles, MO 63303
1-800-325-0789
Booth: 404
Names of Personnel:
Bernie Buckman
Description of Show Products:
Complete Systems.

FOCII ANTENNA SYSTEMS INC.
2730 SW 57th
Topeka, KS 66609
(913) 862-2703
Booths: 119 & 120
Names of Personnel:
Joe Tongish
Description of Show Products:
Complete Systems.

FULTON MANUFACTURING CORP.
1912 S. 82nd St.
Milwaukee, WI 53219
(414) 321-4810
Booth: 1224
Names of Personnel:
Mike Maryonovich
Description of Show Products:
Complete Systems.

G

G T I CORPORATION
4350 S. Arville #28
Las Vegas, NV 89103
(702) 367-4940
Booths: 1807 & 1809
Names of Personnel:
Scott Groseclose
Description of Show Products:
Complete Systems.

GALAXY ELECTRONICS
P.O. Box 31010
Dallas, TX 75231
(214) 348-4880
Booth: 208
Names of Personnel:
Ellis Messer
Description of Show Products:
Complete Systems.

GARDINER COMMUNICATIONS
3605 Security St.
Garland, TX 75042
(214) 348-4747
Booth: 1814
Names of Personnel:
Charlie Pace
Description of Show Products:
Complete Systems.

GENERAL INSTRUMENT
RF Systems Div.
4229 S. Fremont Ave.
Tucson, AZ 85714
(602) 294-160
Booths: 620 & 622
Names of Personnel:
Ed Leahy
Description of Show Products:
Complete Systems.

GENERAL SATELLITE
120 Hwy. 60
Slinger, WI 53086
(414) 644-6981
Booths: 401, 403, 405, 302, 304 & 306
Names of Personnel:
Jack Krisel
Description of Show Products:
Complete Systems.

GENESIS MANUFACTURING
P.O. Box 829
Rowlette, TX 75088
(214) 475-4163
Booths: 308 & 310
Names of Personnel:
Tim Pezold
Description of Show Products:
Complete Systems.

GENTEK
3900 N. Industrial Rd.
Peoria, IL 61615
(309) 692-5631
Booths: 429 & 330
Names of Personnel:
Wayne Schaffner
Description of Show Products:
Positioning Systsms.

GEOTECH COMMUNICATIONS INC.
355 Sinclair Frontage Rd.
Milpitas, CA 9503
(408) 943-8800
Booths: 1510 & 1512
Names of Personnel:
Bill Bradley
Description of Show Products:
Complete Systems.

GREENWOOD FABRICATORS
Rt 1, Box 3262
Greenwood, AR 72936
(501) 996-2169
Booth: 307
Names of Personnel:
Sharon Helms
Description of Show Products:
Complete Systems.

H

HAMMERBLOW CORPORATION
1000 1st St.
Wausau, WI 54401
(715) 842-0561
Booths: 927 & 929
Names of Personnel:
Dean Axland

Continued on next page

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Circle 17 on Reader Service Card

Continued from previous page

Description of Show Products:
Motorized Actuators

HASTINGS ANTENNA
847 W. 1st
Hastings, NE 68901
(402) 463-3598
Booths: 2201, 2203, 2102 & 2104
Names of Personnel:
Bob Beirow
Description of Show Products:
Antennas

HELIX WIRE
217 Hamilton St.
Leominster, MA 01453
(617) 534-1434
Booth: 2208
Names of Personnel:
Kevin Burke
Description of Show Products:
Complete Systems.

HERO COMMUNICATIONS
2470 W. 8th Ave.
Hialeah, FL 33010
(305) 887-3203
Booths: 1411, 1413, 1312 & 1314
Names of Personnel:
Bob Behar
Description of Show Products:
Antennas

HIGH FRONTIER DISTRIBUTION INC.
1445 W. 12th Place
Tempe, AZ 85281
(602) 966-9824
Booths: 1209, 1211 & 1213
Names of Personnel:
Vicki Zeman
Description of Show Products:
Complete Systems.

HOME SATELLITE MARKETING
345 Park Ave. South
New York, NY 10010
(212) 686-7744
Booths: 1102 & 1201
Names of Personnel:
Powell Scott
Description of Show Products:
TVRO Publication

HOUSTON TRACKER
9429 Harwin
Houston, TX 77036
(713) 784-8958
Booths: 1101, 1103, 1105, 1107, 1109, 1111, 1112, 1002, 1004, 1006, 1008, 1010, 1012, 1014
Names of Personnel:
Arnold Gonzalez
Description of Show Products:
Antenna Positioner

I

I.C.E. CORPORATION
P.O. BOX 428
Neosho, MO 64850
(417) 451-0346
Booths: 1821, 1722, 709 & 616
Names of Personnel:
Cecil Boyd
Description of Show Products:
Antenna Controls

I D M INC.
P.O. Box 1262
Lebanon, MO 65536
(417) 588-3262
Booth: 922
Names of Personnel:
Ed Carr

INDUSTRIAL CABLE COMPANY, INC.
12244 E. 60th St.
Tulsa, OK 74146
(918) 252-5771
Booth: 1108
Names of Personnel:
Patrick Teague
Description of Show Products:
Cable.

INTERNATIONAL ELECTRONIC WIRE & CABLE CO.
3033 Malmo Dr.
Arlington Heights, IL 60005
(312) 593-0027
Booth: 830
Names of Personnel:
Sid Gracen
Description of Show Products:
Wire & Cable

INTERNATIONAL VIDEO CORP. (IVC)
4300 Division St.
North Little Rock, AR 72118
(501) 771-2800
Booths: 1021, 1023, 1025
Names of Personnel:
Larry James
Description of Show Products:
Complete Systems.

J

JANEIL CORPORATION
6850 Canby Ave., Suite 106
Reseda, CA 91335
(818) 881-4155
Booths: 1301, 1303, 1305, 1307, 1309, 1202, 1204, 1206, 1208 & 1210
Names of Personnel:
Denis Dushane
Description of Show Products:
Complete Systems.

JOBE DISTRIBUTING
1400 N. "A" St.
Wellington, KS 67152
(315) 326-3439
Booths: 523, 525 & 527
Names of Personnel:
Bryan Miller
Description of Show Products:
Actuators.

JOSCO MANUFACTURING
P.O. Box 666
Wynnewood, OK 73098
(405) 665-4058
Booth: 711
Names of Personnel:
Jim Stevenson
Description of Show Products:
Complete Systems.

K

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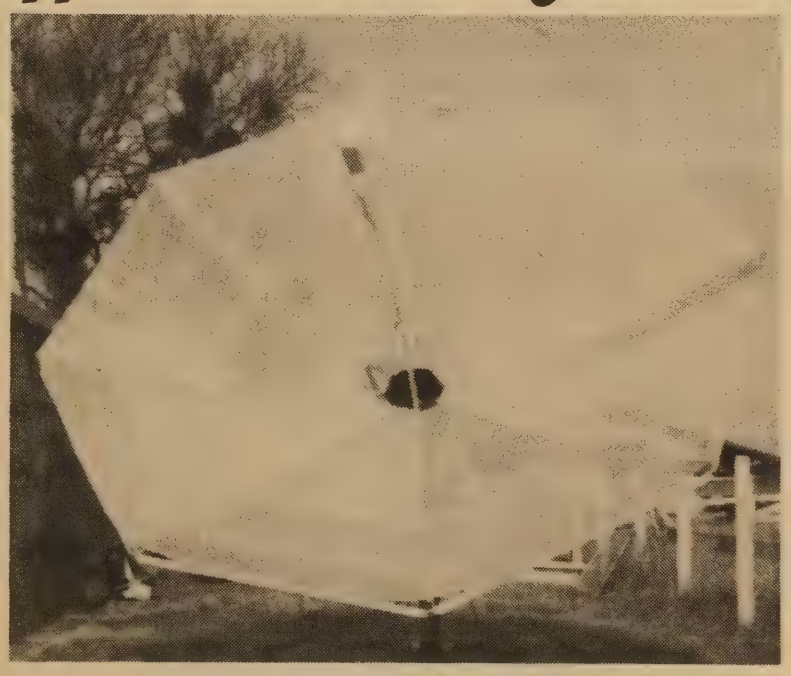

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Range Test Specifications by Microwave Specialty Corp. of San Diego at mid-band:

	16 ft.	12 ft.	10 ft.	9 ft.	6 ft.
BEAM WIDTH:	1.1	1.3	1.7	1.9	2.0
APERTURE EFFICIENCY:	58%	61%	55%	54%	57%
db GAIN:	44.1%	42.2	39.4	38.5	35.4
PRIMARY SIDE LOBE	1.8°	2.2°	2.5°	3°	3.1°
DB DOWN:	20.5	19.5	22.0	17.5	18.0
F/D RATIO	.356	.365	.352	.392	.366

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KALAMATH FALLS, OR
(503) 884-4396

POLLY MARKETING
SIMI VALLEY, CA
(805) 527-1200

Circle 18 on Reader Service Card

Morgan Hill, CA 95037
(408) 779-7363
Booths: 1602, 1604, 1606 & 1608
Names of Personnel:
Pete Dalton
Description of Show Products:
Receivers.

KANSAS CITY SATELLITE
1510 N. Topping
Kansas City, MO 64120
(816) 483-6605
Booth: 311
Names of Personnel:
Judy Mautz
Description of Show Products:
Complete Systems

KAUL-TRONICS INC.
RR 2, Hwy 14 East
Richland Center, WI 53581
(608) 647-8902
Booths: 1717, 1719, 1618 & 1620
Names of Personnel:
John Kaul
Description of Show Products:
Antennas & Mounts

KENWOOD ELECTRONICS
1315 E. Watson Center Rd.
Carson, CA 90745
(213) 518-1700
Booths: 1027, 1029, 928 & 93
Names of Personnel:
Mori Tamura
Description of Show Products:
Receivers.

KEYSATELLITE COMMUNICATIONS, INC.
13620 Gramercy Place
Gardena, CA 90249
(213) 323-0700
Booths: 313 & 214
Names of Personnel:
Adam Lux
Description of Show Products:
Complete Systems.

KORO COMMUNICATIONS
739 Roosevelt Rd., Suite 312
Glen Ellyn, IL 60137
(312) 790-4333
Booths: 821, 823, 825, 827, 722, 724, 726 & 728
Names of Personnel:
John Koh
Description of Show Products:
Receivers.

L

L S ENGINEERING
110 W. Crocker
Avoca, IA 51521
(712) 343-6676
Booth: 618
Names of Personnel:
Dan Ord
Description of Show Products:
Complete Systems.

L S I
340 W. Trinity Lane
Nashville, TN 37207
(615) 226-0644
Booths: 2128 & 2130
Names of Personnel:
Helen Jones

LAUX COMMUNICATIONS
4460 S. Lake Forest Dr.
Cincinnati, OH 45242
(513) 733-1500
Booths: 2011, 2013, 1912 & 1914
Names of Personnel:
Pat Laux
Description of Show Products:
Antenna Positioners, Feedhorns, Receivers.

LITTLE GIANT INDUSTRIES
2241 S. Larson Parkway
Provo, UT 84601
(801) 375-9620
Booth: 108
Names of Personnel:
Clark Butler

LOWRANCE ELECTRONICS
12000 E. Skelly Dr.
Tulsa, OK 74128
(918) 437-6881
Booths: 406 & 408
Names of Personnel:
Mike Render
Description of Show Products:
Receivers

M

M/A COM CABLE HOME GROUP
1375 Lenoir Rhyne Blvd.
Hickory, NC 28601
(704) 324-2200
Booths: 1622, 1624, 1626, 1628, 1630, 1621, 1623, 1625, 1627 & 1629
Names of Personnel:
Debbie Martin
Description of Show Products:
Complete Systems

M B SALES COMPANY
P.O. Box 787
Waucomda, IL 60084
(312) 526-5310
Booth: 828
Names of Personnel:
Bob Tomczak

M H C
Brooks Rd.
Iowa Falls, IA 50126
(515) 648-5067
Booths: 106 & 107
Names of Personnel:
Jeff Hanson

Continued on page 49

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Circle 19 on Reader Service Card

'Spirit Of Unity' . . .

Continued from page 1

groups were scheduled, but for various reasons were cancelled.

Last month, however, at the SatExpo in Denver, a meeting reportedly did take place. Participants included Hewitt, Taylor Howard, chairman of SPACE, Bob Vogelsang, president of NSCA, Pat Wiesner, publisher of *Private Cable,* and Peter Sutro, president of MPI Satellite.

Although Hewitt said he preferred not to comment on the meeting because it was too early to tell what might result, Sutro, who has been instrumental in getting the groups together, consented to discuss the general concepts of bringing SPACE and NSCA together. Sutro is a former director of SPACE and a member of NSCA.

Sutro believes that both industries, as they evolve and grow, will find more and more in common. "I think as the TVRO industry's evolved, the TVRO dealer has become more sophisticated and knowledgeable so that he's anxious to get into SMATV — if not full-blown urban SMATV systems, at least suburban; everything from motor-home parks to small garden apartment complexes and multiple home installations.

"And at the same time," he continued, "the SMATV dealer is looking at the TVRO dealer and saying, 'Gee, I'm in this business, why shouldn't I get into the private home business as well.' So there's a crossover, and there'll be more and more of it."

Even hardware, Sutro feels is experiencing a similar situation. "More and more of the equipment is becoming the same equipment for both industries. For instance, I've stopped using so-called commercial-grade receivers because I found that the top of the line private-home receivers worked just as well in a commercial installation."

As for commonality, Sutro feels that both industries should "cooperate more closely on the legal and legislative side and not work at what sometimes appears to be cross purposes on those issues, or at least certainly duplication of efforts and costs."

It was Sutro who first brought up the idea of getting the two groups together. "In early June 1984," he related, "I went out to the NSCA board of directors meeting they had in Las Vegas. I made an unofficial presentation — I made it very clear I was not speaking officially as a director of SPACE but as a friend of both organizations — that there was some commonality of interests.

"This was received rather well from the board of NSCA and their membership," Sutro continued. "So I went from there to Chicago where SPACE was having a board meeting built around the CES show, and relayed the information. That met with interest and Chuck Hewitt did take the initiative and got together with Micky Gorman in Washington. They had a meeting or two and agreed to keep at least in contact and work together on some things."

At that point, Sutro explained, "things lapsed into inactivity," and for the past six months he's been trying to get people together. Denver, because of SatExpo, became the spot for another try at a meeting.

"When I knew that Taylor Howard and Chuck were going to be in Denver and I knew that Bob Vogelsang, who's president of NSCA, and Pat Wiesner, who's a very influential member of NSCA, would be here too, I thought it would be a good opportunity to at least get them to meet each other. This they did on Monday (May 13) and there seemed to be a great enthusiasm about carrying it one step further, which is getting into the nitty-gritty of how one would actually go about merging, if not the entire organizations, at least a part of them."

Sutro believes that if the two merged, not only would there be benefits on the legal and legislative fronts, but in the trade show area as well. He suggested that NSCA could take a section of each SPACE/STTI show and cancel its yearly convention. "NSCA has always done very well attracting very good speakers, different from the ones we usually have, and that would be a plus to the SPACE/STTI shows. Conversely, the people who attend NSCA shows would certainly benefit from a lot of the seminars that SPACE/STTI put on."

Although the benefits of merging seem great, Sutro did admit that working out the particulars of such a move could be difficult.

"There's the problem of who controls whom," Sutro said. "SPACE is much, much bigger and much better financed. Obviously, though, NSCA would want a voice in what's going on. If they joined SPACE wholehog they would certainly want a voice and should certainly have some seats on the board."

Currently, the SPACE board has two SMATV seats. If NSCA did join SPACE, Sutro feels that three to five seats would be in order, as well as representation on the executive committee, "as the dealer board is and as the distributor board is. But they certainly can't expect or deserve to have a preponderance of the say in how monies are spent and how policy is formulated."

Sutro also pointed out the possibility of setting up a situation similar to what TVRO dealers now have with SPACE . □

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SatNet/ISDA Fights Distributors' Woes With 'Authorized Dealer' Plan

By Jeff Miller

"Right now, at this point in time with what's going on in the industry — and it hasn't even really started yet — if I didn't belong to SatNet/ISDA (International Satellite Distributor Association) I'd feel like the Lone Ranger just after somebody shot Tonto."

Bill Wylds, owner of Satellite Video Distributors Inc. and president of SatNet/ISDA, made that remark while discussing the present and future position of TVRO distributors — probably the most maligned group in the industry.

Since TVRO's beginning, distributors have had to contend with dealers and manufacturers who have questioned the validity of distributors. Recently, new participants in the market like Kenwood and Scientific-Atlanta, have chosen to sell direct to special dealers rather than go through distributors. And with the formation of the National Rural Utilities Cooperative Telecommunications Corp. (*Satellite Business,* May 31) to act as both consultant and distributor for any rural electric co-ops entering TVRO, many people feel the death of distributors is near.

But as Wylds explained, SatNet/ISDA is not taking it all lying down. In January the organization, reportedly the oldest distributor group in TVRO, met to redefine and re-emphasize its goals. James Johnson, formerly executive vice president of Gillaspie Communications, has been hired as a full-time administrator and has opened an office in Culver, IN.

The group has also begun work on an Authorized SatNet Dealer program. "We're going to set up limited dealerships," Wylds explained, "that will have to meet certain criteria and we will give them advertising, support and service."

The best way Wylds sees of combating the problems facing distributors is to be organized, professional and offer total market penetration through regional distribution.

"What has tickled me," Wylds commented, "over the last couple of years is that every manufacturer agrees with us, every manufacturer says it is going to go regional distribution, but nobody ever makes a move. The reason they never make a move is that they feel they need big numbers, the guy who's picking up 1,000 systems.

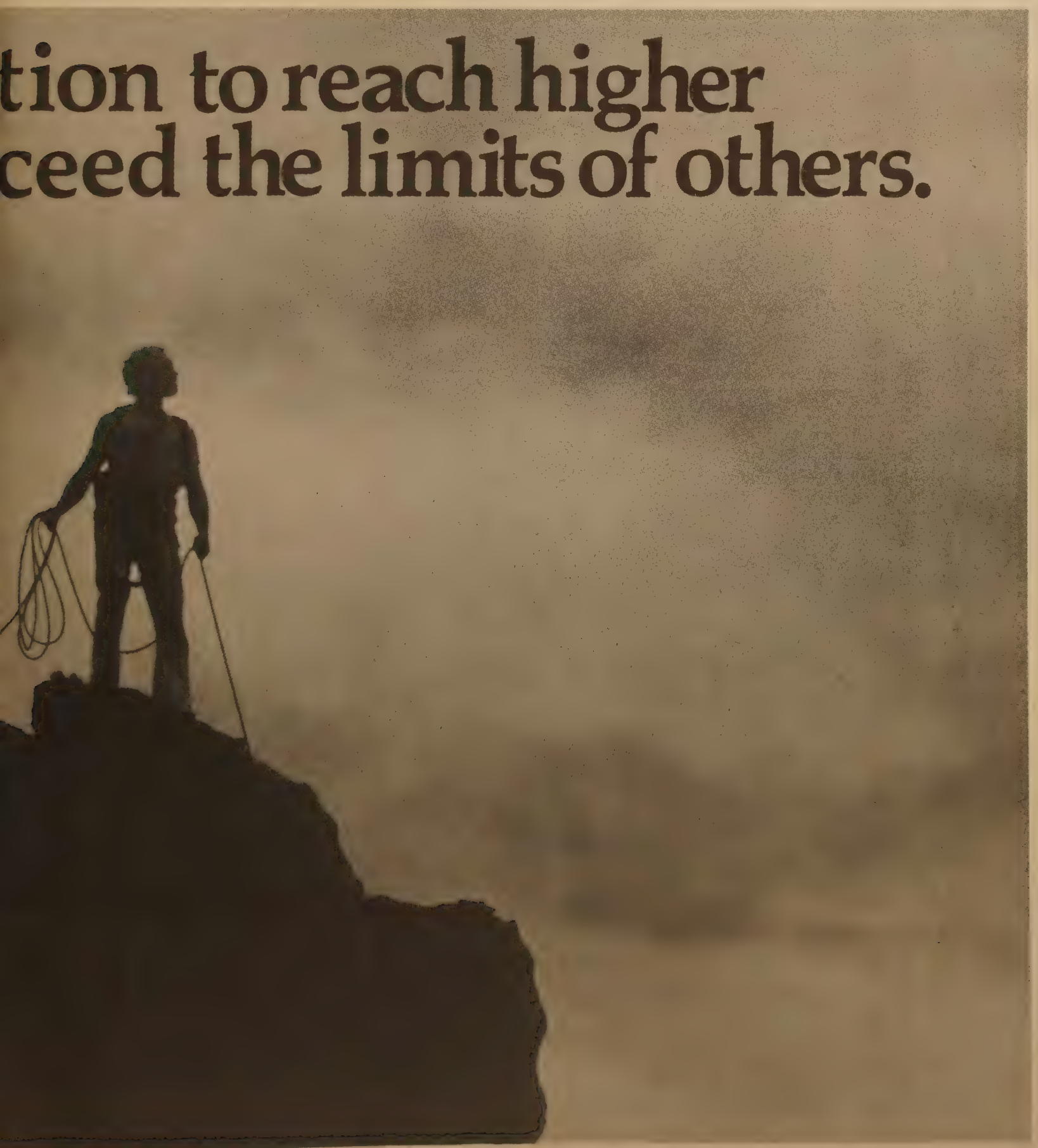
"But if you've got 30 regional distributors," he continued, "and they're all moving 100 or 200 systems a month, those are pretty good numbers."

Wylds did concede that the situation has begun to change. "At least the industry has straightened out in the respect that if you're a regional distributor and a manufacturer wants your business and puts you on but you can only take 100 systems, he'll give you the same price as the guy who bought 1,000."

Currently, SatNet/ISDA has 20 members. A major goal of the group is to reach 30 members, or whatever it takes to get total market penetration, by the Nashville SPACE/STTI trade show. But joining the group is not necessarily easy. "We've been pretty tight on our requirements for distributors to join us," Wylds said, "We've got a strict bunch of rules that we all have to live with."

The first rule is that the distributor must be 100 percent wholesale, "No retail whatsoever, you can't even be involved in a retail operation," Wylds said. The second rule is that all members must also belong to SPACE. "We feel," Wylds explained, "that anybody in this industry

Continued on page 48



Circle 20 on Reader Service Card

Uniden Corp.'s Service Dept. Reorganized

INDIANAPOLIS, IN—Uniden Corp. of America recently announced the reorganization of its satellite service department.

As part of this reorganization, Uniden has hired a new service supervisor, Russ Long. Further expansion is expected in the next three months, as Uniden plans to add four new TVRO technicians and enlarge their support staff.

"With this move, we are aiming to guarantee distributors and dealers a three-day turnaround for factory repairs, as well as all-day — during business hours — access to telephone service technicians," explained Terry Jackson, quality engineering manager with Uniden's Satellite Technology Group.

Uniden has also expanded its schedule of two-day product and service training sessions, offered in Indianapolis, for Uniden distributors and select dealers. Those who complete the program are established as Uniden warranty service centers. At present, there are 36 such centers around the country "offering vital support to Uniden's dealers and customers nationwide," said Jackson. By year-end, Uniden plans to have 75 operating TVRO warranty service centers. □

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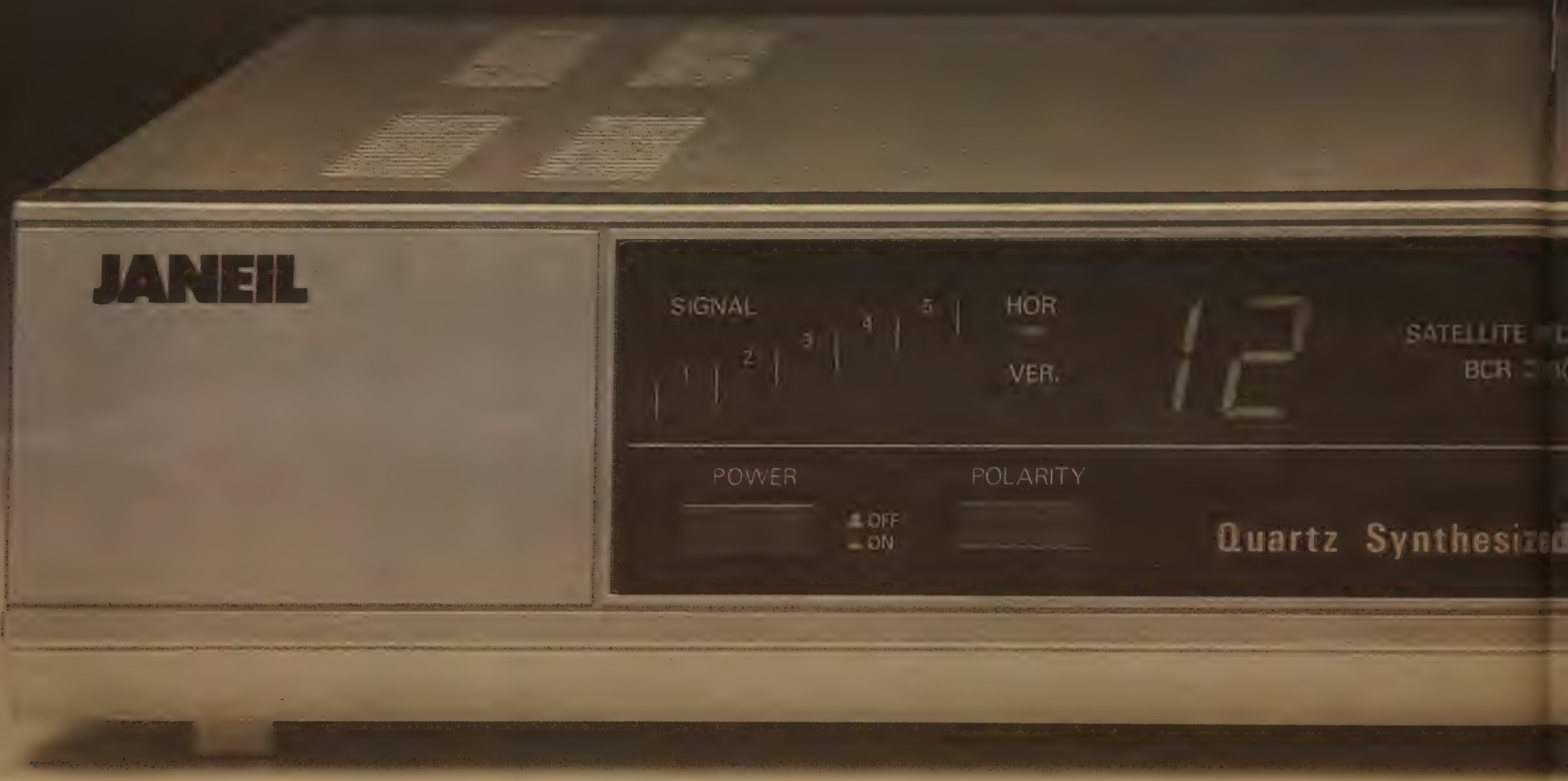

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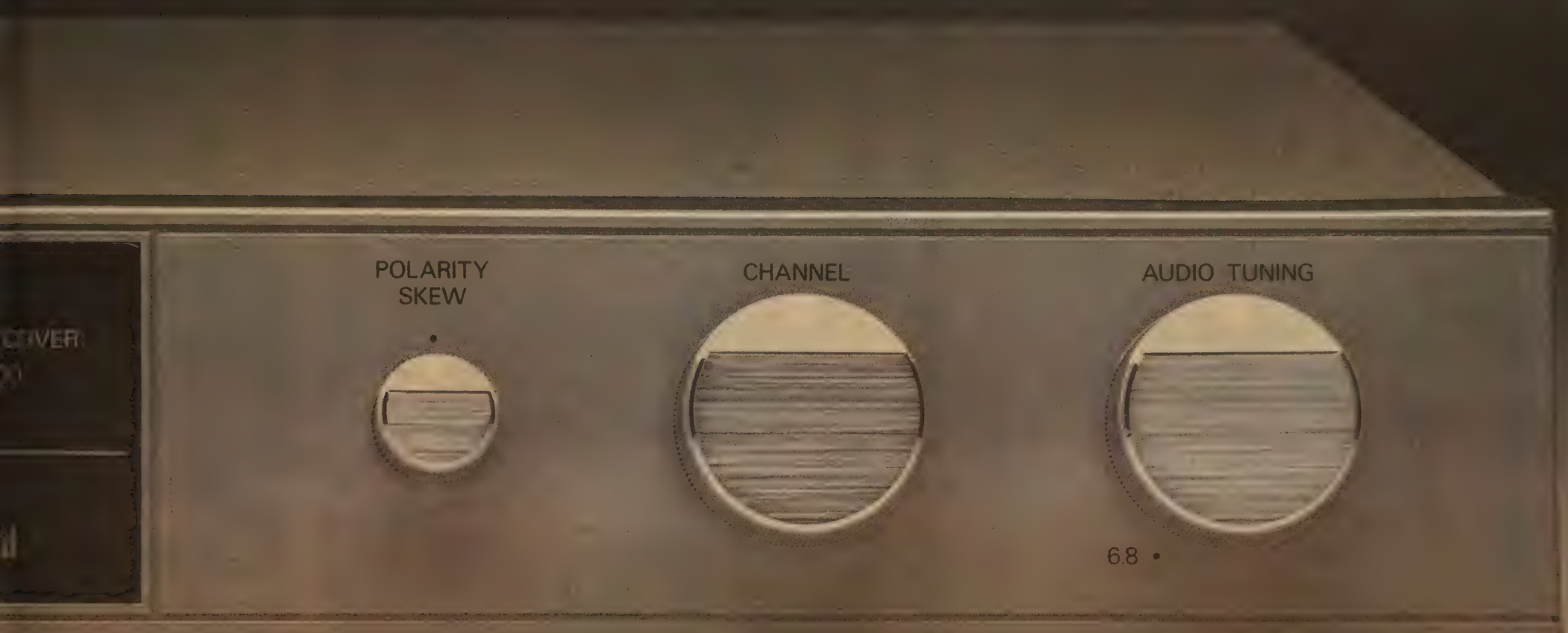

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Venture Says Retailers Add More Brands

NATICK, MA — According to a report just published by Venture Development Corp., the number of electronics manufacturers carried by retailers is on the rise. VDC's study, *Retailing Electronics to the End User: Second Edition,* notes that for those selling consumer electronics and office/computer products, the number of brands stocked will vary significantly by store type. For virtually every category of retailer, though, the number of brands carried this year is higher than two years ago.

Audio/video stores and mail order/catalog outlets handle the largest number of manufacturers. The wide array of different audio component brands helps explain the need for A/V stores to carry the number of manufacturers they do. Mail order/catalog outlets are traditionally known for their wide product selection.

Department stores and TV/appliance stores generally offer a more limited assortment of manufacturers. Some TV/appliance stores may carry only two or three brands.

VDC's report is based on a nationwide survey of retailers, extensive consumer and end user surveys, and manufacturer interviews. Despite the wide range of retailers surveyed, certain product categories make up the main stream of consumer electronics and are carried by the majority of retailers in VDC's sample. Home video, personal computer, and telephone products have achieved effective distribution through a variety of outlets.

As was the case with store penetration, video, personal computer, and telephone products are cited most often as the source of greatest revenue. In addition, audio products, both hi-fi components and car stereo, are cited as top revenue producers by more than half of the retailers who carry them. This is directly related to the presence of product specialists in VDC's sample.

Retailers indicate that they are regularly approached by manufacturers' representatives hoping to sell additional product lines (3.2 of these "missionary" sales calls each month is the average). While about one-fourth of retailers are not approached at all, one-fifth are approached five or more times in a typical month. These latter retailers would tend to be the largest, and therefore the most appealing from the representatives' perspective.

In terms of keeping an open mind for purchasing from manufacturers's representatives whose lines they do not carry, about 25 percent of the retailers surveyed by VDC expressed a willingness to purchase. One quarter of the retailers interviewed are satisfied with present suppliers and about 50 percent just keep an eye out for new product offerings.

Contact: Judith L. Schaefer, consumer electronics division, Venture Development Corp., One Apple Hill, Natick, MA 01760, (617) 653-9000. □

Buyers, Dealers Guides New From Video Pub. Co.

PALM SPRINGS, CA—Video Publishing Co. has announced the release of two new publications: *The 1985 Official Satellite Directory and Buyer's Guide,* and *The 1985 Directory of Satellite Dealers.*

The buyer's guide has more than 275 pages and covers 10 important features: product directory; buyer's guide product chart; manufacturer directory; distributor directory; associations directory; publications directory; satellite company profiles; industry member cross reference; programming services directory; and toll free phone numbers for many satellite manufacturers.

The 1985 Official Satellite Directory and Buyer's Guide, which is the second annual edition, has been completely updated and revised from the 1984 edition.

The 1985 Directory of Satellite Dealers contains more than 1,500 pages of information, more than 17,000 combined entries and is actually two full volumes of satellite dealer listings.

Both publications can be purchased by contacting: Video Publishing Co., P.O. Box 2772, Palm Springs, CA 92263, (619) 323-2000. □

Circle 22 on Reader Service Card

HBO's . . .

Continued from page 1

those who believe HBO will just reap larger profits from the TVRO higher fees. He points to HBO's additional overhead in setting up a consumer-direct organization for those outside cable franchised areas.

"For the first time," Caird said, "HBO's going to get into the retailing business. In order to develop and maintain a business such as that we, in effect, have to do things we've never done before. We need to set up the phone center to take calls from either inquiring consumers or those who want to purchase, we need to set up a billing system, credit, collections . . . We have a business, we're not sure where it's going, but from our point of view we're saddled with an awful lot of costs right now."

Another point HBO is unsure of, Caird said, is the exact timing of when the service will be totally scrambled. Although the scrambling tests have been going well, he explained, that doesn't necessarily mean they will continue that way. At this point, "We're looking towards the beginning of the fourth quarter with the CATV scrambling and we're also looking for M/A-Com to be ready with consumer boxes and distribution," Caird said.

M/A-Com is currently working on the control computer which will activate the decoders. Caird stated that this control computer, if used by other programmers who scramble, would preclude the consumer from having to have more than one decoder box for numerous scrambled services. Because M/A-Com owns this computer, Caird said HBO "hopes that as other programmers decide to scramble they would take advantage of this, what you might call, neutral third party."

SPACE, it seems, is not convinced of M/A-Com's 'third party' status, and is concerned that HBO's announcement still contains problems for the TVRO industry. As Hewitt summed it up, "Until we reach a free enterprise approach to the delivery of hardware and software, then we're going to have to fight for legislation calling for some sort of regulation.

"We'll be looking very closely at some of the plans of the scrambling issues and whether or not they're borderline or crossing into the anti-trust issue. We're going to be looking at issues like where the public interest is when it comes to a consumer who's watching an advertisement-supported program and that programmer has no interest in and of himself to scramble, but scrambles because he's paid by a premium programmer to do so.

"In that case," Hewitt continued, "you're taking something away from the consumer in order to make the paid programmer in a better position. We think there's a public interest there."

As for the two pieces of recently introduced legislation, one calling for a moratorium on scrambling and the other dealing with the substantive issues of scrambling, Hewitt admits they were at first hurt by HBO's announcement.

"In the beginning," Hewitt explained, "It took the blunt off the legislation. HBO immediately went up on the Hill and talked to all of our (congressional) supporters. For awhile they thought the war was over, or thought everything was solved.

"We had to go back up and remind them," Hewitt concluded, "there were several points in the issue and we got one very important one, and we're pleased with that, but there are still the points of pricing and free enterprise and monopolistic distribution systems." □

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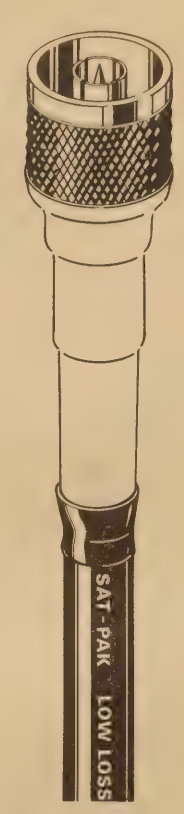

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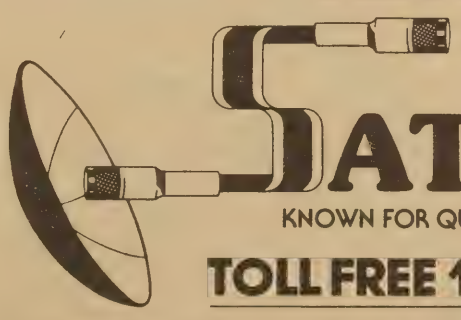

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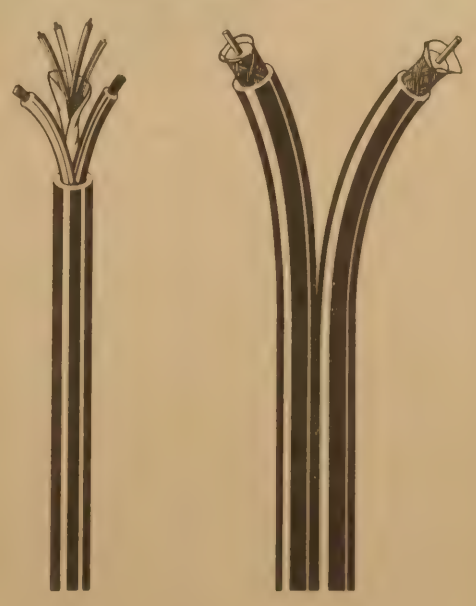

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9-Mo. $ Increase For S-A

ATLANTA, GA — Scientific-Atlanta Inc. reported that revenue and net income increased in the third quarter and nine-months periods ending March 31.

Revenue in the quarter rose 8 percent over the same quarter a year ago, from $95,838,000 to $103,439,000. Net income was $4,106,000, or 18 cents per share, an increase of 82 percent over the $2,258,000 (10 cents per share) reported in the third quarter of fiscal 1984. The company said the quarter was favorably affected by the reduction of excess expenses accrued primarily in the first and second quarters.

For the nine months, revenues increased 11 percent, from $287,804,000 to $319,774,000. Net income was $11,533,000, or 50 cents per share, compared with $8,223,000, or 35 cents per share.

Scientific-Atlanta also reported that new orders received in the third quarter rose fifteen percent, to $117,235,000, bringing the total value of new orders for the year to $347,737,000, or 17 percent above the first nine months of fiscal 1984.

Sidney Topol, Scientific-Atlanta's chairman and chief executive officer, said "We are generally pleased with the performance and outlook for the government and instrument businesses. In the communications business area, recent trade shows indicate continued strength in the video transmission business, both domestically and in export markets. We are particularly encouraged by the prospects for private satellite networks which will serve businesses with voice, video and data transmission, such as Hi-Net Communications (a partnership between subsidiaries of Communications Satellite Corp. and Holiday Inns Inc.)."

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Microdyne Gets Two Contracts

OCALA, FL — Microdyne Corp. has been awarded contracts to supply close to $1.5 million in Single Channel Per Carrier (SCPC) satellite equipment for Brookmont Communications Corp. of Nashville, TN, and for the West Virginia Metronews Network, a subsidiary of West Virginia Radio Corp.

Brookmont Communications is purchasing the SCPC system for its three state networks offering news, sports and agricultural programming — The Kentucky Network, the Tennessee Radio Network, and The South Carolina Network. The system will consist of two fixed satellite radio uplinks — a primary 7-meter uplink in Nashville and a secondary 5-meter uplink in Louisville, KY. In addition, there will be 150 12-foot downlinks at the networks' affiliates located throughout TN, KY and SC.

Brookmont Communications will be using Westar IV, transponder 2D 5-meter SCPC uplink at Morgantown, WV, and broadcast studios at Morgantown and Charleston, the state capital. Eventually, there will be downlinks at approximately 30 affiliates throughout WV. Programming will include news and information, as well as sports and talk shows.

West Virginia Metronews Network will be broadcasting via Westar III, transponder 2. □

Precision 'Ships Same Day'

CLEARWATER, FL — Precision Satellite Systems Inc. has instituted a new shipping program called, "Same day or we pay." All orders placed before 12:00 p.m. (EST) will be shipped that day or Precision will pay the freight. All orders are subject to availability of the product. □

Sync Systems Stock 'Placed'

HANCOCK, NY — Joseph Iozzi, chairman of the board and president of Sync Satellite Systems Inc. has announced the completion of his company's private stock placement of 500,000 shares. The shares were offered at $1.00 per share.

Iozzi stated "the proceeds of the offering have allowed the company to expand its warehouse and office facilities in Hancock and to increase its inventory and R & D expenditure."

Iozzi also stated the company plans to introduce a laser transmission system later this year. The system will, reportedly, be capable of transmitting from one to six channels of video, voice or data information up to a distance of 2,500 feet. Due to the fact the system will not utilize any radio frequencies, it will be exempt from any current federal or state licensing requirements.

The company currently manufactures and markets satellite receiving systems for commercial and residential use. □

Calif. Microwave Income Increases

SUNNYVALE, CA—California Microwave Inc. reported net income of $1.1 million, or $.13 a share, on sales of $25.7 million for the third quarter ended March 31, 1985. For the same three months last year, net income was $1.4 million, or $.17 a share, on sales of $30 million.

For the nine months ended March 31, 1985, net income was $3.4 million, or $.40 a share, on sales of $75.6 million. Period-end backlog was $72.8 million. For the same nine months last year, net income was $4.4 million, or $.52 a share, on sales of $81.1 million; backlog at that time was $79.5 million.

New orders booked during the quarter totaled $18.2 million, bringing orders for the nine months to $79.4 million. Fiscal 1984 third quarter bookings totaled $34 million. □

S-A Uplink Gear To TBS

ATLANTA, GA — Scientific-Atlanta Inc., has announced the sale of television uplink equipment to Turner Broadcasting Systems Inc. (TBS). The $329,000 purchase provides TBS with equipment which will allow the company to offer its Cable News Network service to European broadcasters on a 24-hour basis.

According to John P. Lappington, general manager, satellite communications division, the equipment supplied by Scientific-Atlanta will enable TBS to convert the signal from the format used in the United States to the format needed for European transmission requirements. The signal will be transmitted from the United States to the Intelsat V satellite at C-band, cross-strapped in the satellite to Ku-Band and then retransmitted by the satellite at Ku-Band into Europe. □

$2.3 Mil Gov't Contract To STS

SUNNYVALE, CA—California Microwave Inc. has announced that its subsidiary, Satellite Transmission Systems Inc., was awarded a $2.3 million contract funded by the U.S. Agency for International Development (USAID) for the upgrade of an Intelsat Standard A satellite earth station in Khartoum for the Sundan Telecommunications Corp. STS will expand the capacity of this earth station, increasing the number of countries with which Sudan can communicate. USAID has confirmed that the contract performance and payment will continue unaffected by recent political events in Sudan. □

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one

two

SIMPLE INSTALLATION – At only 42 lbs. your TRUE-FOCUS 1•2•3 Antenna can be set-up and be receiving a true signal for fine tuning in less than ten minutes.

TRUEST SURFACE – The TRUE-FOCUS 1•2•3 is hydraulically formed from high quality aluminum for the smoothest most accurate surface available in an aluminum antenna.

three

the true-focus 1•2•3* six foot antenna

RSI
RECREATIONAL SPORTS & IMPORTS, INC
(208) 523-5721

RSI
RECREATIONAL SPORTS & IMPORTS
WEST COAST, INC.
(209) 383-2700

*8 foot TRUE FOCUS antenna with polar mount also available.

Circle 26 on Reader Service Card

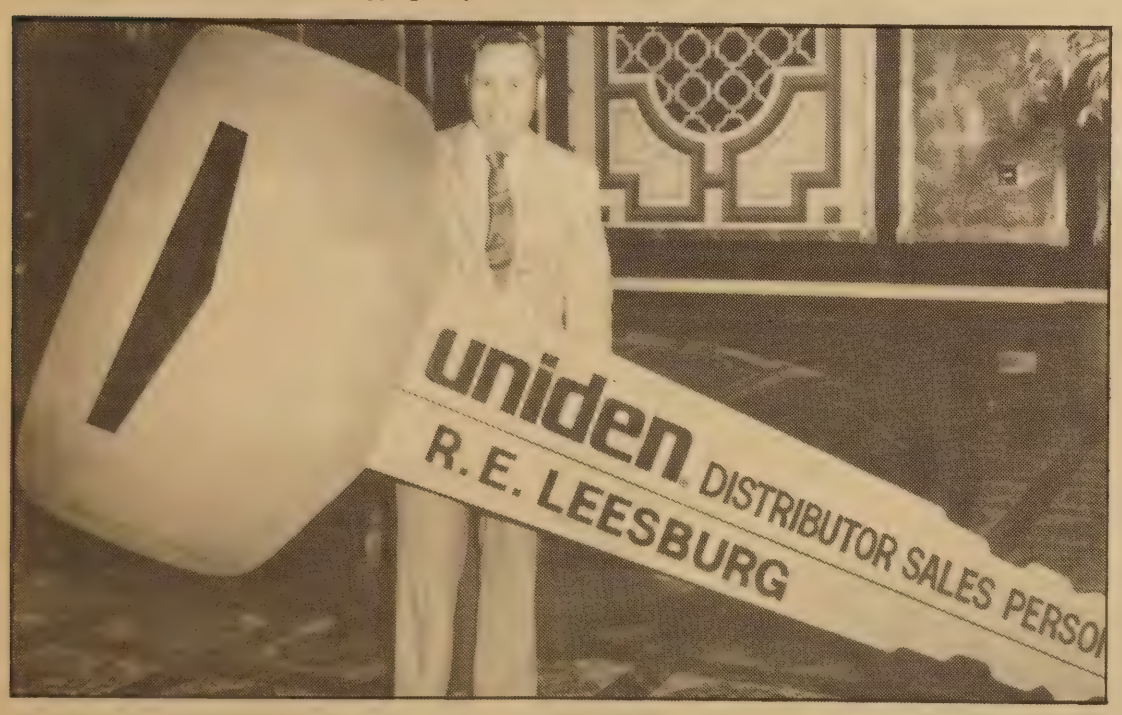
44 Photo Happenings

Congratulations!

Jim Howell, far left, president of Crown Satellite Sales, Moline, IL, was named Uniden's "Satellite Dealer of the Year." He won a 1985 Toyota SR-5 sport truck for his 1984 sales efforts. To Howell's right are his distributor, Jim O'Rourke, O'Rourke Brothers Distributing, and Olin Lippincott, executive vice president of Uniden's satellite technology group. □

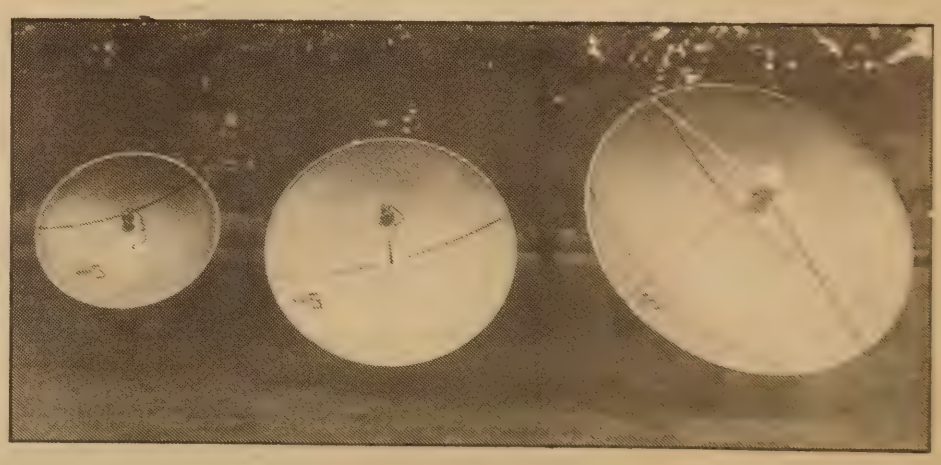
"There's SO MUCH on to watch!"

This visual from Shelburne Films' new videotape, "Satellite Magic," graphically illustrates the point that there is a tremendous amount of programming available to the TVRO owner. The 12-minute tape is for use by dealers to quickly give potential customers a taste of the more than 70 satellite-delivered networks on the birds. □



R.E. Leesburg of National Micro Dynamics, Chattanooga, TN, was the winner of Uniden's "Satellite Distributor Salesman of the Year" award. Leesburg won a 1985 Mazda RX-7 for his outstanding 1984 sales achievement. □

Happy Anniversary



Kaul-Tronics Inc., Richland Center, WI, recently observed the third anniversary of the introduction of its stainless-steel antenna series. The Nova SS 66, 90 and 112 are all one-piece, deep-dish antennas. □

Viva NSC

National satellite Communications has formed an international division, headed by Carlos Avelleneda, which participated in the March Mexicom show at the Hotel El Presidente in Mexico City, according to Ron Bruce, NSC's director of marketing/finance. "Since the introduction of NSC's international division," Bruce said, "we have negotiated foreign installations through our NSC authorized dealer network in Puerto Rico, Jamaica, Bolivia and several other foreign locations." □

Women in Satellite Communications

The directors of Women in Satellite Communications. From left to right: Anna Visalli, Visalli Satellite Systems; Robyn Nietert, Brown & Finn; Kathy Lewis, Horizon Satellite Systems; Ellen Shelburne, Shelburne Films; Estrella Behar, Hero Communications; and Anne Roberts, *Satellite TV Opportunities* magazine. Not pictured: Judy Frayser, Automation Techniques; Connie Willett-Everett, Satellite Reception Systems; and Jean Pate, World Entertainment Satellite. The association's inaugural officers are: Nietert, president; Willett-Everett, vice president; Lewis, secretary; and Behar, treasurer. □

Chicago . . .

Continued from page 6

The courses are developed around existing educational programming such as PBS. For example, PBS presented a show called "Civilization of the Jews." CCC took this program and turned it into a college credit course complete with testing and professors who are available for in-person or telephone conferences.

Other subject matters range from anthropology to child development, from understanding micro computers to cooking.

The school also offers classes that teach English as a second language and high school equivalency courses that allow students to earn their high school diploma. Thus these in-home students can avoid the in-class embarrassment of not being able to read or write.

Forty courses a semester are transmitted by CCC, but time slots are available for 60-80 classes. The school's primary limitation is lack of programming. And that's where TVRO enters the present picture at CCC because a satellite dish will lessen the time it takes to obtain programming.

Right now, CCC must wait until tapes of the shows can be obtained from PBS or some other distributor. Then the tapes are sent to the studio and broadcast on the UHF band of Channel 20.

With CCC's recent purchase of a 6.2 meter Harris system costing around $20,000, that will change. "What we hope to do is bring the course right off the bird and be able to transmit it as it's coming in live," explains Kloc. This will be attempted for the first time on their newly installed dish during the coming summer session.

Secondly, Kloc hoped the earth station will help the educators preview courses more quickly. As an example, he noted that if he were to hear of a good math course coming out of Dallas Community College, he could call the school and ask them to broadcast the course. What might usually take weeks to get via video tape could be received in a matter of hours, perhaps minutes via satellite dish.

Kloc hopes to eventually obtain an uplink so that his school can form a telecommunications system to exchange information with other colleges throughout the country. And he looks forward to the days when consumers have their own uplinks and can carry on conversations with their professors just as if they are actually in the same classroom.

"Some people are turned off by a classroom situation," says Kloc. "They're told that they have to do it at this time on this day. They don't like that structure. If they have enough discipline to sit down in front of a TV set at their convenience, I think they might be a little more motivated to pay attention. And it's basically a matter of convenience."

He states that education, if it's convenient, will be utilized. So, for the many people who want to attend classes but simply don't have the time for or access to college, TVRO equipment can make education a possibility because it provides convenience.

"The objective, of course, is to develop a better standard of living through education," says Kloc. And he only half jokes when he adds, "People who buy dishes have to be able to afford them. If we can help more people develop their standard of living, they'll be able to buy more dishes."

And, as Kloc continually points out, noting the educational information a consumer can receive off of satellite programming is a good sales pitch. Twenty-five thousand people a semester call CCC to make queries about the program. The school actually services 125,000 persons. That number rises to 250,000 when those enrolled in the vocational classes are added.

About 13,000 persons each year actually pay the tuition of $69 for a three-hour credit course that is transferable to any four year college, and $15 for a first continuing education class. "And we do have a lot of people who just watch it for their own self-enrichment," says Kloc.

So just in the Chicago area of three million residents, that's a nice sized potential market for educational satellite television.

But Kloc and CCC don't see that as the end of the market. With one million satellite dishes "out there," there are

Continued on next page

1985 FAR EAST
ELECTRONICS & COMPUTER TOUR

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1. **Date:** October 9 to 25, 1985
2. **Visit:** Tokyo, Taipei, Seoul, Osaka & Hong Kong
3. **Program Highlights:**
   - Visit 9 Trade Shows:
     - — Japan Electrics Measuring Instrumentation Show
     - — Japan Data Show '85
     - — 34th All Japan Audio Fair
     - — Taiwan Electronics Show
     - — Japan Electronics Show
     - — Korea Electronics Show
     - — Hong Kong 7th Consumer Electronics Show
     - — Canton Trade Fair
     - — Systems '85 in Munich
   - Technical Briefings
   - Factory Visits
   - Business Meetings with Foreign Companies
   - Sightseeing and Shopping Tours in Each City
   - First Class Hotel Accommodations
   - Optional Tours to Canton, Singapore, Sydney & Munich
4. **Price:** $2,838 from West Coast including airfare, hotel accommodations, daily American breakfast, five dinners, transportation to/from show grounds, airport/hotel transfers, and all business programs as outlined above.

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San Francisco, CA 94102
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(800) 321-7271 in California

Circle 28 on Reader Service Card

Chicago . . .

Continued from previous page

more than one million persons capable of receiving information. "And that information can be educational," he says. So his campus is no longer confined to Chicago. "The campus is now countrywide. And as the price comes down on dishes and receiving equipment, those are all potential students."

Businesses that own dishes, he says, are still another market for information from educational institutions. They are constantly in need of training and immediate research data that only a college can provide.

When satellite dishes can hook into a computer and the computer's high definition monitor can be utilized for graphics, there is offered yet another opportunity for education via TVRO.

"The future out there is phenomenal," says Kloc. "It comes down to being able to send out information to people quickly. We really start to become one big community at that point. Things that happen overseas, we will know about very fast. And we'll be able to, hopefully, help people." And he adds, "That's what it's all about." □

M/A-Com . . .

Continued from page 6

distribution and sales plans for consumer descramblers," said Frank M. Drendel, vice chairman of M/A-Com Inc.

M/A-Com will sell its descrambling units through TVRO distributors and dealers, using its established distribution network. In addition, it will make descramblers available to the public through cable television operators. The company will also establish a toll-free number to assist consumers in locating the nearest source of descrambler equipment.

The stand-alone VideoCipher descrambling unit can be connected to existing receivers to permit the authorized reception of scrambled program signals. It is anticipated that the VideoCipher will be compatible with approximately 90 percent of the installed receiver base. The stand-alone descrambler unit will carry a suggested retail price of $395. With manufacturer cooperation, it is anticipated that all new receivers will be compatible with the VideoCipher descrambling equipment.

M/A-Com anticipates that the first descrambling units will be available by late summer and in volume production shortly thereafter.

M/A-Com also announced that it will establish a central computer facility for use by all programmers utilizing the M/A-Com scrambling technology to serve the home TVRO market. The function of the central computer facility will be the authorization and deauthorization of consumer descramblers. All other functions such as billing, subscriber database management and requests for service will be handled by the individual programmer of program packager. □

'Bargain-Priced' . . .

Continued from page 21

keeps AMS in touch with its dealers while also enabling the company to stay on top of industry price and product volatility.

"*Hotliner* lets us constantly introduce new products, sales and specials. In this industry, if you come out with a one-time or one-shot flier or brochure, you're likely to see the product or price change before you've distributed your flier."

Hotliner's two- to three-page, two-color format has been used primarily to display new products, with mention of the new ad program reduced to only a small blurb. Richmond allows that it may have simply been overlooked by potential customers, but it is equally important to note that co-op advertising is so new to the TVRO industry that the AMS blurb may simply have not been understood for what it was.

In most cooperative advertising, manufacturers and distributors (or distributors and dealers) share the costs of advertising development, media placement or both. In other instances, particularly in the expensive medium of network television, dealers pool resources to advertise as a group. And in a third variety, as exemplified by AMS, one level of commerce pays for creating the ad and another level pays for its placement.

In the TVRO industry, however, it still appears to be a case of every man for himself.

"Uniden and Drake and a few others have tried some co-op schemes, but I don't know of a recent co-op plan that really works well," observes Fichthorn of EF Advertising. "We go to all the trade shows with American Microcom and look for co-op-type programs, but the few who profess to have one seem

Continued on page 56

OPPORTUNITY KNOCKS ONCE!

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SELECTED DISTRIBUTORS MARKET SYSTEMS TO HOTELS, MOTELS, APARTMENTS AND HOSPITALS LOWEST PRICED AND MOST RELIABLE ON MARKET! *VERY LITTLE SELLING — IT SELLS ITSELF!*

AN EXCLUSIVE DISTRIBUTORSHIP REQUIRES A *$12,500.* DEMO EQUIPMENT PURCHASE. OUR DEMO SYSTEM INCLUDES:

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for High Frequency Satellite Distribution Components

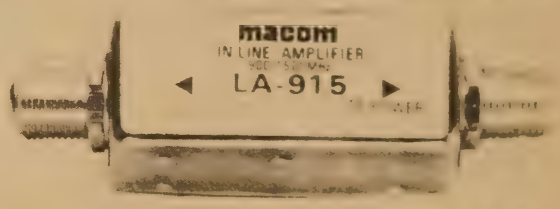
Whether yours is a commercial block-converted satellite system or one of the newer, high frequency home TVRO systems —you can rely on MACOM to have the components you need.

For example, we now provide top quality In-Line Amplifiers and Splitters for both systems that are commercial receiver compatible with DX, GI, M/A Com, Scientific Atlanta, Standard and Triple Crown.

MACOM's Model LA-915
IN-LINE AMPLIFIER

- Extends usable distance from dish
- Provides additional signal to offset splitter losses in multiple receiver systems
- Low noise/High gain design
- Passes power thru to LNA and converter

☑ Ideal for UHF pre-amp applications with optional PS-10 power supply and Diplexer



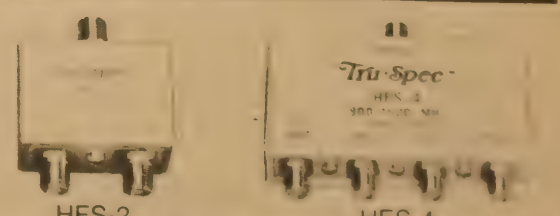
LA-915

	400-950 MHz	900-1500 MHz
GAIN	24dB	20dB
NOISE	2dB	3dB

MACOM's High Frequency
SPLITTERS

☑ Microwave design

☑ Passes power thru one port for LNA and converter power



HFS-2 HFS-4

	FREQUENCY	THRU LOSS	PORT TO PORT ISOLATION	RETURN LOSS
HFS-2	900-1500 MHz	3.5dB	20dB min.	16dB
HFS-4		6.5dB		

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Circle 30 on Reader Service Card

NY'S Satellite Gateway Taps M/A-Com For Microwave Gear

NEW YORK, NY—Satellite Gateway Communications Inc. awarded an equipment contract to M/A-Com Video Satellite Inc. for the first phase of a two-hop, 12-channel duplex microwave system to connect its earth station complex in Carteret, NJ with a planned operating center on West 57th St. in New York City.

The 18-mile microwave system will operate in the 11 GHz frequency range and be capable of carrying four analog video channels, during the first phase, between Satellite City, as the Carteret Complex is known, and Gateway's New York City operating center. The intermediate relay point for the microwave system is situated in Bayonne, NJ, and each leg of the planned route is nine miles long.

A combination of microwave and fiber optic links will interconnect the 57th St. operating center with the major television networks located in New York.

Gateway soon plans to expand this route with the installation of a 135 mBs digital system using the same towers and antennas employed in the analog system to provide up to 56 channels of 1.544 mBs of data between Carteret and New York. The digital route will be utilized in conjunction with Gateway's new international IBS and private line service offerings.

George F. Milne, Gateway's president, said that the new microwave system, which is expected to be operational by July 1985, will provide the broadcast and cable industries with improved facilities to reach the Carteret teleport for both uplink and downlink satellite feeds.

Satellite City is now constructing a fifth earth station antenna to join four operational dishes located at the Carteret complex. □

Surrey, BC, Firm Relocates

SURREY, BRITISH COLUMBIA — Norsat International Inc., has announced its relocation to a new facility which will house research and development, marketing, engineering and administrative and financial offices.

The new address is: Norsat International Inc., 302-12886 78th Ave., Surrey, British Columbia, Canada V3W 8E7, (604) 591-3334. □

Uniden Donates System To Science Boosters

INDIANAPOLIS, IN—Uniden Corp. of America has announced it will contribute a complete Uniden satellite system to the Hayden Planetarium in New York City in support of the recently established Young Astronaut's Program (YAP).

The Young Astronaut's Program is a non-profit organization established by President Reagan in 1984, to encourage the improvement of skills in mathematics, science and technology among elementary and high school students. Coordinated by the National Aeronautics and Space Administration (NASA), YAP seeks to reach 1.5 - 2.0 million students in the first year through the establishment of thousands of YAP chapters in schools across the country. One goal of the program is to have 110,000 satellite communications terminals installed in schools by 1992.

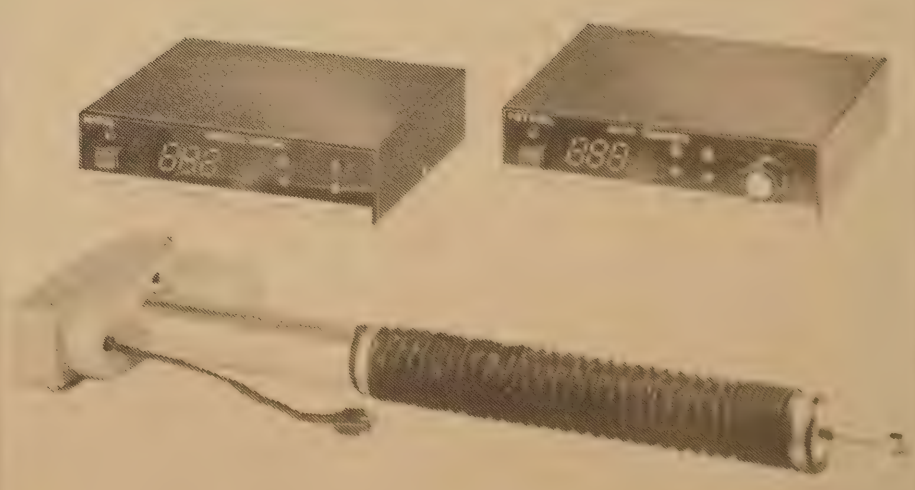
"We are making this contribution to the Hayden Planetarium to help YAP achieve its goals, and to salute the spirit of today's youth in striving for advances in the sciences," said Olin Lippincott, executive vice president of Uniden's Satellite Technology Group.

The Hayden Planetarium will receive Uniden's UST 3000 receiver, UST 111 antenna, UST 730 antenna positioner and a full complement of system components. The system will be installed by John Zelenka, of Star Video Systems, chairman and leader of the 43rd Chapter of YAP.

"Uniden will actively promote YAP throughout the year by continuing to make systems like this available so as to bring this enlightening technology to the world's youth," added Lippincott. □

Circle 31 on Reader Service Card

PETPHIL ELECTRONICS INC.



PRESS RELEASE
PETPHIL ELECTRONICS, MONTREAL, CANADA

DESIGNED TO BE ONE OF THE MOST COMPACT SATELLITE TRACKER FOR THE TVRO INDUSTRY THIS SYSTEM INCLUDES NAVIGATOR (DISPLAY CONTROLLER) LOW VOLTAGE ACTUATOR & 4 CONDUCTOR 125 FT FULLY CONNECTORIZED CABLE

BOTH EAST/WEST AND 12 POSITION PROGRAMMABLE CONTROLLERS FEATURE FLAT SLIMLINE DESIGN SMOKED DARK PLEXY GLASS FRONT PANEL AND BRIGHT STATE OF THE ART 3 DIGIT LED DISPLAY

RESOLUTION IS ONE OF THE HIGHEST IN THE INDUSTRY - LESS THAN 0.1° PER DIGIT (18" ACTUATOR)

PETPHIL'S BUILT IN SELF DIAGNOSTIC FEATURE (SHORT - 000, OR OPEN - 950 READING) ALLOWS THE DEALER TO CHECK OUT SYSTEM CONDITIONS INSTANTLY

BOTH CONTROLLER TYPES ARE DOUBLE FUSED AND FULLY FIELD SERVICABLE

THE MOTOR CONSUMES LESS THAN 2 AMP AT 36 V.D.C. AND TURNS ITSELF OFF AT THE LOW OR HIGH LIMITS BY THE MEANS OF TWO ELECTROMECHANICAL LIMIT SWITCHES BUILT INTO THE MOTOR HEAD

THIS FEATURE ELIMINATES COMPLETELY ANY INCIDENTAL DAMAGES OF THE MOTOR ARM INDEPENDENTLY OF THE CONTROLLER CONDITION

THE ACTUATOR IS AVAILABLE IN 18", 24", 36" SIZES UPON REQUEST AND IS SUPPLIED WITH A PLASTIC WHEATHER - BOOT COVER WHICH ELIMINATES WATER OR ICE DEPOSITION ON THE ARM

IT IS MARKETED TO DEALERS OR APPOINTED DISTRIBUTORS ONLY

FOR FURTHER INFORMATION CONTACT PETPHIL ELECTRONICS INC
MARKETING
254 STE ANNE ST
SENNEVILLE PQ H9X 1N8 CANADA
TEL (514) 457-6179

Circle 32 on Reader Service Card

SatNet/ISDA . . .

Continued from page 35

must support SPACE because they've done a lot of work for the industry and us."

Another requirement for SatNet/ISDA membership is that the distributor be in good financial standing with all suppliers, according to the suppliers' terms. And, "that all of our operations and our dealings with manufacturers," Wylds said, "must be kept in strict confidentiality."

All ISDA members must participate in at least 75 percent of all meetings. The group has two general shareholders meetings a year, one in Las Vegas and the other in Nashville to coincide with the SPACE/STTI shows, as well as two other ones that are flexible in time and place.

Members must also make every effort to refer dealer inquiries to the nearest ISDA distributor. "If I get a call from someone in Dallas," Wylds explained, "who wants to buy something, I'll refer him to the nearest distributor. I do not ship to Dallas, or out of my territory."

As for dues, SatNet/ISDA has an initial fee plus a monthly fee for operating expenses — those past due 60 days on monthly dues will be dropped from the group.

Detailing the dues structure, Wylds, stated, "As long as we have under 50 members, we're not under the control of the SEC. What we do is the member buys one share of stock that costs him $1,000. He pays a $1,000 initiation fee and the administrative assessment is $400 a month for our operations."

Originally, ISDA was formed as a buying group. According to Wylds, he and about eight other distributors from other industries had been to a TVRO show in Omaha, NE, in 1981. "We were discussing the people at the show," he explained, "who didn't know anything about distribution, all they knew were OEM quantities — 100, 200, 500 or 1,000 . . . We saw right away that we could not compete as a wholesale distributor with the way the industry was starting out; there was no way we could buy 500 or 1,000 at a time.

"So what we did," he continued, "was get together and form what we thought would be a buying co-op. Being a buying group we just wanted recognization as a regional-type distributor, no mail order house. To be a member of ISDA you had to be a regional-type distributor, you couldn't advertise nationally an 800 number in the beginning. We're still against that today in consumer publications, distributors advertising with 800 numbers.

"But in those days," Wylds related, "most people didn't feel this industry would survive and they felt it was an opportunity for a lot of quick bucks; I think that's common knowledge. After being in the distribution business for a little over a year (1982), I had my doubts as to whether or not we'd survive."

But Wylds did survive and so did ISDA, probably due in part to the concept that "We believe a dealer's got to have service and that's what we're building our business on."

A prime objective for SatNet/ISDA now is to work with manufacturers to bring dealers support. "We want advertising from a manufacturer," Wylds said, "so that we can pass it on to the dealer. We want service: If the dealer's out money we want to be able to make it up to him somehow. If he has a problem with a unit a lot of factories say he has to bring it back to us, it doesn't matter that he's 100 miles away putting it in. We take care of him, but the distributors are taking care of the manufacturers' problems today and it's about time it stopped."

Wylds did say that some manufacturers are coming around but "very, very slowly." As a sign of change Wylds pointed to two manufacturers who have now even

Continued on page 52

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Choose Certified "Battlestar" steel mesh antenna or the "Dishcovery" aluminum mesh antenna and you have your ticket to the World of entertainment: sports, movies, news . . . wherever you want!
Both antennas are rugged, epoxy overcoated, precision formed to provide a strong signal, and blend in with their surroundings. The baked enamel finish is extremely durable and both come complete with mount, center feed, and LNA cover.
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Continued from page 33

MATCOM
420 N. Lancaster
Hesston, KS 67026
(316) 327-4243
Booths: 215 & 217
Names of Personnel:
Bob Ulrich
Description of Show Products:
Complete Systems.

MAXI ROTOR
5003 Rio Vista Ave. West
Tampa, FL 33614
(813) 888-6091
Booth: 1125
Names of Personnel:
Gary Grim

MAXUM EAST
1101 W. Elm
Cabot, AR 72023
(501) 843-6595
Booths: 1518 & 1617
Names of Personnel:
Bill Sheets
Description of Show Products:
Antennas.

McKINLEY ENTERPRISES
1043 S. Grand Ave.
Los Angeles, CA 90015
(213) 748-1234
Booth: 1805
Names of Personnel:
Terry Hyun
Description of Show Products:
Complete Systems.

METAL SPECIALISTS INC.
26269 Groesbeck Highway
Warren, MI 48089
(313) 773-0800
Booths: 221, 223 & 225
Names of Personnel:
Fred Homann Sr.
Description of Show Products:
Complete Systems.

MICROSCIENTIFIC LABORATORIES INC.
4719 S. Cobb Dr.
Smyrna, GA 30080
(404) 435-8630
Booth: 2202
Names of Personnel:
John Kroon
Description of Show Products:
Test Equipment.

MICROWAVE COMPONENTS COMPANY
2139 High Tec Rd.
St. College, PA 16803
(814) 355-5458
Booth: 1125
Names of Personnel:
Jeff Morrissey
Description of Show Products:
Complete Systems.

MICROWAVE FILTER
6743 Kinne St.
East Syracuse, NY 13057
(315) 437-3953
Booth: 1823
Names of Personnel:
David Skemval
Description of Show Products:
Filters & Interference Analysis Equipment.

MID CENTER ENTERPRISES
Rt 2, P.O. Box 10
McLouth, KS 66054
(913) 863-2130
Booths: 2308 & 2307
Names of Personnel:
Joe Subelka
Description of Show Products:
Complete Systems.

MID-TEC COMMUNICATIONS
373 W. 6th St.
Richland Center, WI 52581
(608) 647-4643
Booths: 627, 629, 528 & 530
Names of Personnel:
Ed Burkhamer
Description of Show Products:
Complete Systems.

MIDWEST SATELLITE INC.
2355 S. Edwards
Wichita, KS 67213
(316) 942-3131
Booth: 1528
Names of Personnel:
Kevin J. Wray
Description of Show Products:
Complete Systems.

N

NATIONAL ADL
3156 Reservoir
Simi Valley, CA 93065
(805) 526-5249
Booth: 1920
Names of Personnel:
Gerry Blachley
Description of Show Products:
Antenna Feeds

NATIONAL COMPUSAT, INC.
P.O. Box 383
Prairie View, KS 67664
(913) 973-2777
Booth: 428
Names of Personnel:
James Van Diest
Description of Show Products:
Complete Systems.

NATIONAL SATELLITE COMMUNICATIONS
21st Century Park
Clifton Park, NY 12065
(518) 383-2211
Booths: 801, 803, 702 & 704
Names of Personnel:
James DiDonato
Description of Show Products:
Complete Systems.

NITEC ADVANCED TECHNOLOGIES
3838 Carson St., Suite 105
Torrance, CA 90503
(213) 316-5755
Booths: 1509, 1511, 1410 & 1412
Names of Personnel:
Harold Blackwell
Description of Show Products:
Robot Antenna Positioners

NORSAT INTERNATIONAL, INC.
#205, 19425 Langley ByPass
Surrey, B.C. Canada V3S 6K1
(604) 533-4371
Booths: 116, 117 & 118

Continued from previous page

At Satellite Earth Stations, we supply our dealers with nothing but the best in satellite receiving equipment. Not to mention our own custom equipment and plenty of brand name accessories.
But, a great product line is only the beginning.

Success...

It takes more than just great products.

It takes Quality Service.
As important as any fine product is the service behind it. For us, that means fast delivery, dependable professional maintenance and quick attention to your individual needs.

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(800) 762-2110 U.S. Sales
(800) 252-3307 LA Sales
(318) 468-2201 Tech. Assistance
(318) 468-2203 Local

JoMil Electronics, Inc.
Industry Lane, Covington, LA 70433
(800) 654-9144 U.S. Sales
(800) 558-0019 LA Sales
(504) 893-4514 Local

TVRO West, Inc.
d.b.a. Satellite Earth Stations
1106 Smith Rd., Ste. 101, Austin, TX 78721
(800) 325-5043 U.S. Sales
(800) 252-3457 TX Sales
(512) 385-0738 Local

Satellite Earth Stations of Georgia, Inc.
2039 Oglesby Pl., Macon, GA 31206
(800) 334-9819 U.S. Sales
(800) 553-1976 GA Sales
(912) 743-9099 Local

Satellite Earth Stations of Tennessee, Inc.
1865 Airlane Dr., Ste. 4, Nashville, TN 37210
(800) 522-8876 U.S. Sales
(800) 621-8876 TN Sales
(615) 889-3345 Local

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Circle 34 on Reader Service Card

Continued from previous page

Names of Personnel:
Peggy Jay
Description of Show Products:
Encoding/Decoding Systems, Modulators, Stereo Processors.

NORTHERN SATELLITE CORPORATION
105 South St.
Hopkinton, MA 01748
(617) 435-6366
Booths: 407, 409 & 411
Names of Personnel:
Pat Stollone
Description of Show Products:
Antennas & Mounts.

O

ODOM ANTENNAS
P.O. box 1017
Beebe, AR 72012
(501) 882-6485
Booths: 1017, 1019, 918 & 920
Names of Personnel:
Eddie Duke
Description of Show Products:
Antennas.

OMEGA TWO
P.O. Box 157
Strafford, MO 65757
(417) 736-2157
Booth: 2216
Names of Personnel:
Bob Jestus

ORBITRON DIV./GREENBRIAR PRODUCTS, INC.
351 S. Peterson St.
Spring Green, WI 53888
(608) 588-2923
Booths: 502 & 504
Names of Personnel:
Frank D. Leech
Description of Show Products:
Antennas.

P

P C M
Hwy. 69 South
Rt. 4, Box 283
Muskogee, OK 74401
(918) 687-6804
Booth: 507
Names of Personnel:
Jerry Stout
Description of Show Products:
Complete Systems.

P T S CORPORATION
P.O. Box 2629
Bloomington, IN 47402
(812) 824-9331
Booth: 1519
Names of Personnel:
Joe King
Description of Show Products:
Complete Systems.

PANORAMIC CANADA LTD.
1708 St. James St.
Winnipeg, Manitoba, Canada
R3H OL3
(204) 633-3849
Booth: 115
Names of Personnel:
Stan Moore
Description of Show Products:
Complete Systems.

PARACLIPSE INC.
3711 Meadowview Dr.
Redding, CA 96003
(916) 365-9131
Booths: 1712, 1714, 1811 & 1813
Names of Personnel:
Joanne Johnson
Description of Show Products:
Antennas.

PARACOM, INTERNATIONAL
1805 W. 2550 South
P.O. Box 3489, Ogden, UT
(801) 627-1770
Booths: 2328 & 2329
Names of Personnel:
Wayne Price
Description of Show Products:
Complete Systems.

PAULLIN INDUSTRIES/QIK-PRO
1446 State Rt 60
Ashland, OH 44805
(419) 289-2228
Booths: 1221 & 1223
Names of Personnel:
Dale Paullin
Description of Show Products:
Boots for LNA's, Motors, Down Converters, Actuators, Alignment Tools & Limit Switches.

PEACE ELECTRONICS
P.O. Box 873
Milpitas, CA 95035
(408) 946-0389
Booth: 114

PECO SALES
P.O. Box 8122
Jackson, MS 39204
(601) 354-3699
Booth: 1810
Names of Personnel:
Mark Lowe
Description of Show Products:
Complete Systems.

PEN-TEC ENTERPRISES
2351 S. 2300 West
Salt Lake City, UT 84119
(801) 972-4819
Booths: 903, 905, 907, 909, 804, 806, 808 & 810
Names of Personnel:
Guy Davis
Description of Show Products:
Complete Systems.

PHANTOM ENGINEERING
16840 Joleen Way E3
Morgan Hill, CA 95037
(408) 779-1616
Booth: 505
Names of Personnel:
Robert Dalton
Description of Show Products:
Stereo Tuners & Sat. Security Systems.

PICO PRODUCTS
Home Sat. Div.
103 Commerce Blvd.
Liverpool, NY 13088
(315) 451-7700
Booths: 917, 919, 921, 818, 820, 822
Names of Personnel:
Bill Pearson
Description of Show Products:
Complete Systems.

PRO BRAND INTERNATIONAL
116 White Oak Lane
Lexington, SC 29072
(803) 781-9694
Booths: 2019 & 2021
Names of Personnel:
Ivy Shou
Description of Show Products:
Antenna Positioners, Actuators & Stereo Processors.

Q

QUANTUM PUBLISHING COMPANY, INC.
Box 310
Mendocino, CA 95460
(707) 937-4488
Booth: 914
Names of Personnel:
Paul Mandelstein
Description of Show Products:
TVRO Publications.

R

R.O.S.S.
P.O. Box 3883
Shawnee, KS 66203
(913) 631-0801
Booth: 1619
Names of Personnel:
Charles Ross
Description of Show Products:
Complete Systems.

R & W ANTENNA TECHNOLOGY INC.
P.O. Box 171
Quitman, AR 72131
(501) 589-3515
Booths: 1407 & 1409
Names of Personnel:
Mark Williams
Description of Show Products:
Antennas.

RANGER ANTENNAS
1961 S.E. "N" St.
Grants Pass, OR 97526
(503) 474-6050
Booths: 1217 & 1219
Names of Personnel:
Les Addison
Description of Show Products:
Antennas.

ROYALSAT
1055 W. Victoria St.
Compton, CA 90220
(213) 637-3663
Booths: 624, 626, 628, 630, 723, 725, 727, 729,
Names of Personnel:
K. T. Chu
Description of Show Products:
Complete Systems.

RAYDX SATELLITE SYSTEMS LTD.
9 Oak Drive
Ocala, FL 32672
(904) 687-3003
Booths: 1028, 1030, 1127, 1129, 1128, 1130, 1227, 1229
Names of Personnel:
James Wetz

REGENCY ELECTRONICS, INC.
7707 Records St.
Indianapolis, IN 46226
(317) 545-4281
Booth: 1913
Names of Personnel:
Marc Diebold
Description of Show Products:
Complete Systems.

S

SAGINAW STEERING
3900 Holland Rd.
Saginaw, MI 48604
(517) 776-4118
Booth: 1917
Names of Personnel:
Bob Kleinschmidt
Description of Show Products:
Actuators.

SAT BASE CEMENT
P.O. Box 542
Belmont, MS 38827
(601) 454-7505
Booth: 410
Names of Personnel:
Mike Stockton

SAT-PAK WIRE ASSEMBLIES
1877 N. Canal Blvd.
Redmond, OR 97756
(503) 923-0467
Booth: 925
Names of Personnel:
Steve Shepherd
Description of Show Products:
Wire, Cable Assemblies, Conntectors.

SATCO USA
834 Cookson Ave.
New Philadelphia, OH 44663
(216) 339-7779
Booth: 1419
Names of Personnel:
Vernon Crosier
Description of Show Products:
Complete Systems.

SATELLITE BASE SYSTEMS
Warehouse 15, Redmond Rd.
Jacksonville, AR 72076
(501) 982-9181
Booth: 226
Names of Personnel:
Art Davis
Description of Show Products:
Complete Systems.

SATELLITE BUSINESS
P.O. Box 2772
Palm Springs, CA 92263
(619) 323-2000
Booth: 604
Names of Personnel:
Steve Tolin
Description of Show Products:
TVRO Publication.

SATELLITE DISH MAGAZINE
460 Tennessee St., P.O. Box 8
Memphis, TN 38101
(901) 521-1580
Booths: 1308 & 1310
Names of Personnel:
Paul Landaker
Description of Show Products:
TVRO Publication.

SATELLITE ENGINEERING GROUP
3127 Belmont
Kansas City, MO 64129
(816) 921-1551
Booth: 2014
Names of Personnel:
Arthur Liebenthal
Description of Show Products:
Complete Systems.

SATELLITE MARKETING
1444 Municipal Parkway
Douglasville, GA 30134
(404) 949-7536
Booths: 619, 621 & 623
Names of Personnel:
Judy Wirt
Description of Show Products:
Complete Systems.

SATELLITE PRODUCT NEWS
P.O. Box 2772
Palm Springs, CA 92263
(619) 323-2000
Booth: 608
Names of Personnel:
Steve Tolin
Description of Show Products:
TVRO Publication.

SATELLITE SUPPLY & MANUFACTURING
940 Military
Baxter Springs, KS 66713
(316) 856-2379
Booths: 131 & 2200
Names of Personnel:
Don Phelps
Description of Show Products:
Complete Systems.

SATELLITE SYSTEMS UNLIMITED (SSU)
Rt 1, Box 77B
Damascus, AR 72039
(501) 335-7512
Booth: 2030
Names of Personnel:
Roscoe Hartwick
Description of Show Products:
Antennas.

SATELLITE TECHNOLOGY SERVICES, INC.
2310-12 Mill Park
Maryland Heights, MO 63043
(314) 423-5560
Booths: 1501, 1503, 1505, 1507, 1402, 1404, 1406 & 1408
Names of Personnel:
Mike Manning
Description of Show Products:
Complete Systems.

SATELLITE TV MAGAZINE/ONSAT
501 N. Washington
Shelby, NC 28150
(704) 482-9673
Booths: 1218, 1220 & 1222
Names of Personnel:
Chris Schultheiss
Description of Show Products:
TVRO Publication.

SATELLITE TV OPPORTUNITIES MAGAZINE
305 W. Jackson Ave.
Oxford, MS 38655
(601) 236-5510
Booth: 1610
Names of Personnel:
Anne Roberts
Description of Show Products:
TVRO Publication.

SATELLITE TV PRE-VUE MAGAZINE
Box 31255
Billings, MT 59107
(406) 259-9067
Booth: 1723
Names of Personnel:
Valerie Hansen
Description of Show Products:
TVRO Publication.

SATELLITE TV WEEK
P.O. Box 308
Fortuna, CA 95540
(707) 725-2476
Booths: 1711 & 1713
Names of Personnel:
Judy McComas
Description of Show Products:
TVRO Publication.

SATELLITE VIDEO SYSTEMS
7520 Washington St.
Kansas City, MO 64114
(816) 333-0315
Booths: 514 & 613
Names of Personnel:
Allen Cook
Description of Show Products:
Complete Systems.

SATRECON COMPANY
620 W. Orangewood Ave.,
Suite 100
Anaheim, CA 92802
(714) 750-3098
Booths: 1909 & 1911
Names of Personnel:
William K. C. Chao

Booth Guide 51

Description of Show Products:
Complete Systems.

SATRON
13130 91st St. North
Largo, FL 33543
(813) 585-9943
Booth: 1910
Names of Personnel:
John Rau
Description of Show Products:
Complete Systems.

SATSCAN OF IOWA
601 W. Jefferson
Bloomfield, IA 52537
(515) 664-1652
Booth: 2309
Names of Personnel:
Gwen Kincart
Description of Show Products:
Complete Systems.

THE SAT-SHOP INC.
2423 S. Henderson Blvd.
Kilgore, TX 75662
(214) 983-3524
Booths: 1725 & 1727
Names of Personnel:
Marvin Tyner
Description of Show Products:
Complete Systems.

SAT-TEC SALES INC.
2275 Baird Rd.
Penfield, NY 14526
(716) 586-3950
Booths: 1011 & 1013
Names of Personnel:
Michael O'Connell
Description of Show Products:
Receivers.

SCHINDLER MACHINE WORKS
4954 W. Orem
Houston, TX 77045
(713) 433-7845
Booth: 1710
Names of Personnel:
Ernest Schindler

SEABREEZE ANTENNA TECHNOLOGY
P.O. Box 136, Hwy. 728 W.
Bonnieville, KY 42713
(502) 531-1531
Booths: 201 & 203
Names of Personnel:
Debbie Dudley
Description of Show Products:
Antennas.

SENTARI COMMUNICATIONS
P.O. Box 994
5326 W. Main
Parsons, KS 67357
(316) 421-9122
Booth: 1514
Names of Personnel:
Brent Perry
Description of Show Products:
Complete Systems.

SHELBURNE FILMS
54545 S.R. 681
Reedsville, OH 45772
(614) 378-6297
Booth: 2324
Names of Personnel:
Ellen Shelburne
Description of Show Products:
Video Tapes.

SIGHT & SOUND
118 East Market
P.O. Box 52
McLeansboro, IL 62859
(618) 643-3819
Booth: 2213
Names of Personnel:
Tom McKinnis
Description of Show Products:
Complete Systems.

SIGMA COMMUNICATIONS
3080 N. Civic Center Dr.
Scottsdale, AZ 85251
(602) 941-2489
Booths: 1527 & 1529
Names of Personnel:
Richard Young
Description of Show Products:
Complete Systems.

SINCLAIR-DUNIVAN, INC.
P.O. Box 2607
Amarillo, TX 79105
(806) 358-7997
Booth: 427
Names of Personnel:
Kevin Sinclair
Description of Show Products:
Complete Systems.

SKYPATCH SYSTEMS, INC.
225 W. 1st St.
Chandler, OK 74834
(405) 258-0717
Booth: 1729
Names of Personnel:
Raylon Rogers
Description of Show Products:
Complete Systems.

SKYWALKER COMMUNICATIONS
1369 Josephville
Wentzville, MO 63385
(314) 327-7011
Booths: 719 & 721
Names of Personnel:
Roger Criebaum
Description of Show Products:
Complete Systems.

SOONER ANTENNA
2546 N. Moore Ave.
Moore, OK 73160
(405) 794-7729
Booth: 713
Names of Personnel:
Rocky Clark
Description of Show Products:
Antennas.

SOUTHERN SPUN
Rt 1, Counce, TN 38372
(901) 925-3000
Booth: 1219
Names of Personnel:
Johnny Bellis

SPACE CRAFTS, INC.
1305 Truman Ave.
Key West, FL 33040
(305) 296-3962
Booth: 718
Names of Personnel:
Eitan Battat
Description of Show Products:
Sales Promotional Material.

SPACEVISION - SUNEX, INC.
Rt 3, Box 58-A
Travelers Rest, SC 29690
(803) 834-9030
Booths: 1317, 1319 & 1321
Names of Personnel:
Lib Coleman
Description of Show Products:
Microwave Components.

SPACEVISION - CAROLINA TOOL
Rt 3, Box 58-A
Travelers Rest, SC 29690
(803) 834-9030
Booths: 1323 & 1325
Names of Personnel:
Bobby Hawkins
Description of Show Products:
Microwave Components.

SPUN STAR INC.
111 Belle St.
St. Paul, MN 55107
(612) 227-6136
Booth: 2113
Names of Personnel:
Jim Peltier
Description of Show Products:
Antennas & Mounts.

STAN RIGHT INC.
Rt 1, Box 153A
Chapel Hill, NC 27514
(919) 942-0107
Booth: 1320
Names of Personnel:
Dolf James
Description of Show Products:
Complete Systems.

STAR COM DISTRIBUTING
P.O. Box 1287
Big Springs, TX 79720
1-800-351-4426
Booths: 1817, 1819, 1718 & 1720
Names of Personnel:
C. L. Carlile
Description of Show Products:
Complete Systems.

STARVIEW ANTENNAS, INC.
3900 E. Broadway
Sedalia, MO 65301
(816) 827-5777
Booth: 1226
Names of Personnel:
H. Matt Dillon
Description of Show Products:
Complete Systems.

STARVIEW OF TEXAS
12331 N. Central
Dallas, TX 75243
(214) 934-9126
Booths: 2320 & 2321
Names of Personnel:
James Redmond
Description of Show Products:
Complete Systems.

STEREO VIDEO DISCOUNT
9310 Timberlake Rd.
Lynchburg, VA 24502
(804) 239-7585
Booths: 817 & 819
Names of Personnel:
Sam Adams
Description of Show Products:
LNA's, Receivers & Accessories.

SUN SATELLITE SYSTEMS INC.
6705 Kermit Ave.
Odessa, TX 79763
(915) 337-2418
Booth: 1009
Names of Personnel:
Bill Boyd
Description of Show Products:
Antennas & Accessories.

SUPERIOR SATELLITE
110 Mulberry
Searcy, AR 72143
(501) 268-4787
Booth: 205
Names of Personnel:
Pam Tims

SUPERWINCH INC.
Conn. Rt. 52 at Exit 95
Putnam, CT 06260
(203) 928-7787
Booths: 701 & 602
Names of Personnel:
Robert Eslinger
Description of Show Products:
Antenna Control Systems.

SYMTEL SATELLITE TV SYSTEMS
6135 2nd St. N.W.
Albuquerque, NM 87107
(505) 345-4584
Booths: 2302 & 2303
Names of Personnel:
Bill Barnhart
Description of Show Products:
Antennas.

T

T D P ELECTRONICS
111 Old Bee Tree Rd.
Swannanoa, NC 28778
(704) 298-6990
Booths: 520, 522 & 524
Names of Personnel:
Hal Hawthorne
Description of Show Products:
Complete Systems.

TVRO TECHNOLOGY MAGAZINE
5951 S. Middlefield Rd.
Littleton, CO 80123
(303) 798-1274
Booth: 1724
Names of Personnel:
Pat Weisner
Description of Show Products:
TVRO Publications.

TVX
2630 Fountainview, Suite 300
Houston, TX 77057
(713) 977-7889
Booths: 510 & 512
Names of Personnel:
Tom Halfacre
Description of Show Products:
Complete Systems.

TEECOMM ELECTRONICS
8116 Montview TME
Montreal, Quebec, Canada
H4P 2L7
(514) 342-3550
Booths: 805, 807, 809, 811, 813, 706, 708, 710, 712 & 714
Names of Personnel:
Oscar Steiner
Description of Show Products:
Complete Systems.

TEN-TEC INC.
Hwy. 411 East
Sevierville, TN 37862
(615) 453-7172
Booth: 707
Names of Personnel:
Pete Seaman
Description of Show Products:
Complete Systems.

TEXIM
2701 Toledo St., Bldg. 705
Torrance, CA 90503
(213) 320-8192
Booths: 321, 323, 325 & 327
Names of Personnel:
Dennis Woods
Description of Show Products:
Complete Systems.

TOUCH SCAN by PATCO
Southern Gardens Shopping Center
McLeansboro, IL 62859
(618) 643-3414
Booth: 2114
Names of Personnel:
Tom McKinnis
Description of Show Products:
Complete Systems.

TRACKER MOUNTS
5720 S. University
Little Rock, AR 72209
(501) 565-5402
Booths: 101 & 102
Names of Personnel:
Moise Seligman
Description of Show Products:
Tracking Systems.

TRAXIS INTERNATIONAL
5603 Mohoning Ave. North
Warren, OH 44483
(216) 847-7437
Booth: 2118
Names of Personnel:
Rudy Dragojevic
Description of Show Products:
Remote Positioners.

TRICE ELECTRONICS COMPANY, INC.
4701 N. Stiles
Oklahoma City, OK 73105
(405) 524-4411
Booths: 102 & 103
Names of Personnel:
Tony Hatcher
Description of Show Products:
Receivers, Antennas & LNA's.

2100 ELECTRONICS
1521 #A S. Sheridan
Tulsa, OK 74112-7301
(918) 836-3300
Booth: 601
Names of Personnel:
Wayne Nauman
Description of Show Products:
Receivers.

U

U P SUPERIOR SATELLITE DISH MFG. INC.
1651 17.4 Rd.
P.O. Box 645
Escanaba, MI 49829
(906) 789-1027
Booth: 329
Names of Personnel:
Tim Dailey
Description of Show Products:
Antennas.

ULTRASAT
1116 W. 8th St.
North Little Rock, AR 72114
(501) 372-1421
Booth: 2327
Names of Personnel:
Don Chastek
Description of Show Products:
Complete Systems.

UNIDEN
8050 Castleway Dr.
Indianapolis, IN 46250
1-800-582-5360
Booths: 1422, 1424, 1426, 1428, 1430, 1421, 1423, 1425, 1427, 1429, 1322, 1324, 1326, 1328 & 1330
Names of Personnel:
Mark Bilfield
Description of Show Products:
Complete Systems.

UNITED SATELLITE SYSTEMS
Rt 1
St. Hilaire, MN
(218) 681-5616
Booths: 1110 & 1112
Names of Personnel:
Doug Dehnert
Description of Show Products:
Receivers & Antennas.

UNITED SERVICE CONTRAC SPECIALISTS
3107 Blanchard SW
Hutchinson, KS
(316) 662-0342
Booth: 1609
Names of Personnel:
Dean Robison

Continued on page 57

SatNet/ISDA . . .

Continued from page 48

gone so far as to say they don't care about numbers as much as they do selling to the right type of dealer. This approach, Wylds said, is what he hopes will become more prevalent as the industry grows. "The manufacturer who controls his production, controls his quality and gets the right distribution set up is going to be the winner, we feel."

When questioned about manufacturers selling directly to retail outlets like Curtis Mathes, or in the future Sears and K-Marts, Wylds responded by stating, "We wouldn't want anything to do with that type of line. You're going to have your K-Mart, you're going to have your Curtis Mathes, they've been around forever. Some of these companies are dumping grounds for OEMs.

"But what is going to happen," he continued, "is that whoever has the good lines, who will work with the distributor, support the dealer for all the things he needs, as well as for all the things distributors need, will be the one that will really make inroads in the industry."

Wylds believes that manufacturers who sell product to the chain retail outlets are merely "opportunists". He feels the same way about the rural electric co-ops entering the industry.

"I'm dead set against them," he said. "In fact, It's just an opportunity for opportunists. Any company that would want to go with the rural electric co-ops I would never handle their product. That would be my first move.

"Look at Royce Electronics," Wylds said, "back in the CB days. They sold Montgomery Ward stores. But they used their independent rep organization who served the stores and the stores paid a little bit more for the product than the distributors did. That's the proper approach."

If the rural electric co-ops do enter the TVRO industry in force, Wylds believes "it could be devastating to the industry. But then, when I think about it, I go back to the experience of the dealer and service. When you start selling numbers like we're doing today, you've got to have that experienced dealer out there doing that good installation and giving that good service."

Even although the co-ops pose a substantial threat to Wylds, he sees something closer to home that troubles him more. It's what he was referring to when he spoke of the Lone Ranger.

"It's going to happen between now and September," Wylds warned. "Look at product flow . . . there's a lot of inventories out there that are slow or not moving . . . and come September there's going to be a lot of equipment kicked out the door and a lot of that product I don't want to be caught sitting on.

"But as regional-distribution distributors," he concluded, "we're in a better position than the giants because we're buying at the same price, the manufacturer who wants our business is working with us, and therefore we're not having to take those large quantities — we're not trying to handle every line. Regional distributors stock for regional distribution, that's it." □

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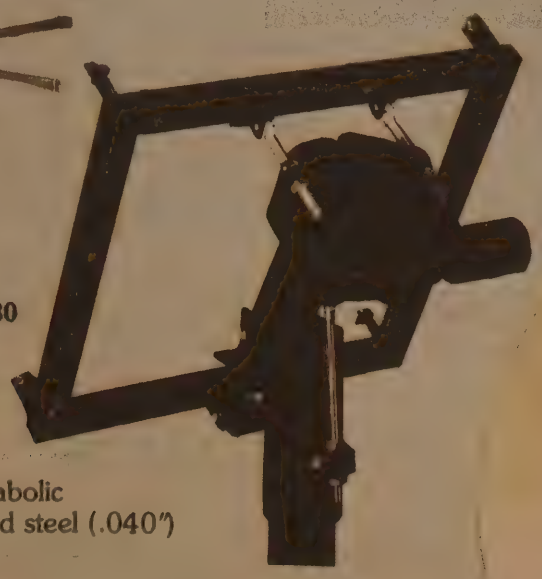

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- Engineered in Canada

Limited 5 Year Warranty

U-180-10S

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120 MIDDLEFIELD ROAD, UNIT 3, SCARBOROUGH, ONT. M1S 4M6

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WI Satellite Biz Changes Address

SLINGER, WI — General Satellite Corp. has moved its operations. The new address is: General Satellite Corp., 122 W. Hwy. 60, P.O. Box 6, Slinger, WI 53086, (414) 644-6981. □

MN Retailer Adds Wholesale

BATTLE LAKE, MN — Jim Bucholtz, president of The Satellite Store Inc. has announced the formation of a wholesale division, TSS Distributing.

The new division occupies a new 7,500-square-foot warehouse and office space. The address is: TSS Distributing, RR 1, Box 110D, Battle Lake, MN 56515, 1-800-942-8347. □

Interest In Stereo TV Exploding

LAS VEGAS, NV — In just over a year since the Federal Communications Commission (FCC) authorized stereo television broadcasts, more than 40 percent of the country's TV viewers are in reach of a stereo TV signal.

"The excitement about stereo TV is not unlike that experienced in the early days of color TV," said Gerald M. McCarthy, president of Zenith's sales company, as thousands of TV executives attended the National Association of Broadcasters convention here recently.

On March 29, 1984 the FCC cleared the way for TV stations to begin stereo TV broadcasts, when the Commission endorsed a multichannel television sound (MTS) system developed by Zenith Electronics Corp.

Today, with 33 stations already broadcasting MTS, more than 34 million homes are in range of a stereo TV signal, according to *Television Digest*.

Comprehensive surveys conducted by the industry trade publication point to TV stations' rising interest in stereo TV: as many as 200 stations should be equipped with stereo TV broadcast equipment by year-end 1985.

"As expected, 1985 is the year of stereo television," McCarthy said. "The growth of stereo TV has been very rapid, and we are pleased with the growing consumer awareness and increasing sales of stereo television products."

To provide TV programs in stereo and/or in a second language, television networks, affiliates and independent stations are installing new broadcast equipment based on the Zenith multichannel TV sound system.

McCarthy said the MTS transmission system was developed by Zenith scientists in a 10-year research program. FCC endorsement of the Zenith MTS system followed the unanimous recommendation of the system by a broad-based industry subcommittee in late 1983.

As stations go on the air in stereo throughout the country, consumers will be able to purchase new TV sets with built-in stereo TV circuitry or special TV stereo adaptors that work with many current sets, McCarthy said.

For example, two new 27-inch diagonal color TV sets, two 25-inch sets and a 19-inch set from Zenith offer built-in stereo decoders, four-speaker sound systems and separate stereo amplifiers.

"These TV sets are ready today to take advantage of television broadcasts in stereo," McCarthy said. Other new sets have direct jacks for connection of a stereo TV adaptor. □

Alabama Wholesaler Expands in Southeast

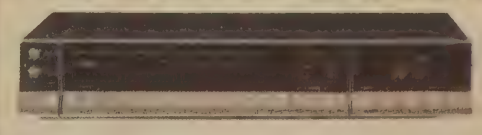
BIRMINGHAM, AL — Starpath Inc. has announced the expansion of its wholesale marketing operations into the southeast region of the U.S., according to Jerry Williams and Wayne McCary, principals in the expansion.

"We're proud to bring Starpath into this area of the country," said Williams. "Our focus will be on servicing dealers with features they are currently unable to receive in this region." The initial distribution area will include Alabama, Mississippi and the Florida panhandle.

"The industry is maturing," said McCary, "and we intend to be the first in the southeast to offer a complete service package to our wholesale customers while providing the top quality product lines of our industry."

"We expect the Birmingham region to be our most productive," comments Roy Helms, chairman of Starpath Inc. □

A STAR IS BORN



From the beginning it had that unmistakable quality.

Style.

It's our new satellite block down conversion receiver system, for single and multiple receiver installations from Starspur. The fully integrated modular system includes receiver, actuator, stereo processor and features a fully managed remote control unit with a 20 foot range.

The totally integrated receiver system operates with push button controls. The detent tuning channel selector has a large (1") digital readout. Auto polarization, volume control, signal strength and interference filters are all built into the modular circuitry that assures your customers of trouble free T.V. viewing.

Altogether the complete Starspur receiver system is 19" wide, just right for most hi-fi or stereo cabinets.

There's a lot more to stardom than just image. Consistent performance. Dependability. Longevity. All qualities hard to come by. All qualities that make a star.

STARSPUR

For complete facts on Starspur's new block down receiver system write or call Starspur Sales Department 18005 Skypark Circle, Suite A Irvine, CA 92714-6514 (714) 261-0761 TAX 714

Circle 37 on Reader Service Card

Basics . . .

Continued from page 19

although a "how" does not always apply, or can be in the second paragraph.

To clarify this consider our make-believe release about ABC Dealership's second anniversary celebration. The following 5W's would need to be included in the first paragraph:

WHAT: the anniversary celebration
WHO: ABC Dealership
WHEN: date of celebration
WHERE: address of dealership or location of celebration
WHY: second anniversary

Naturally, a HOW does not fit well into this type of release but in other types it would be an important point. Notice also that all these aspects could be given in one lone sentence or two shorter ones.

Other suggestions for making your press release look professional and improve its chances of publication — from a mechanics standpoint — include:

- Always double-space and make sure it is typed neatly.
- Aim for a press release that is as grammatically correct as possible. If you have a question concerning punctuation check a good dictionary's punctuation section in the back.
- It is also very important that you check the release carefully for misspelled words. Make sure you do not use contractions. Although these may seem like minor points, such "faux pas" irritate most editors and reflect unfavorably on your professionalism.
- Make sure you check and double-check all times, places and facts. A slip could cost you free publicity or make that publicity useless.
- It is a good idea to allow a one-inch margin on all sides of the release. Although not vital, it looks neater and makes the release more pleasing to the eye.

Distribution

Once you have mastered the basic mechanics, you must consider distribution of the release to those most interested in using it. No matter how well a release is written, if it does not reach the right party, your time and effort will be wasted. For this reason spend a little time to create a good contact or distribution list.

Once you have decided which publications, local and state television and radio stations might be interested, consider trade press possibilities within the satellite TV industry. It is a good idea to send the release to anyone who might be remotely interested — it is better to waste a stamp than to waste an opportunity for free press. Make a list of all such publications or media sources and their addresses and telephone numbers.

All newspapers and magazines print a box or column (usually on the editorial page or near the front of the publication) called a masthead. The masthead of a publication lists the editorial address, telephone numbers and staff members. Using the masthead, identify the editor or individual who would be most likely to be interested in the information you are sending. On your contact list, list the individual's name, title, the publication's title, address and telephone number. With larger or diverse publications it is a good idea to send more than one release. For example, many newspapers have an editor, business editor and an assignment editor, while at other publications with smaller staffs, one individual handles all these duties and is usually called simply editor or managing editor. If in doubt, the editor is the safest bet.

By sending more than one release you can insure your release a better chance of being read and used. It is also a good idea to send a release to a reporter or writer for the publication who regularly covers the area your release would fall under. Even if he does not use the release, he may add it to his idea for later use in a feature article or may save it and use you as a contact person for an upcoming article on satellite TV. In any case, these possibilities are definitely worth the cost of a stamp.

To acquire the names and addresses of local or state television and radio stations for your contact list, check the telephone book and call the station. Ask for the proper address for sending news releases and the name of the news director or program director. These individuals will be most likely to decide upon the use of your release. If you cannot find out an individual to address at the stations, address the releases to the news department.

Once you have added all the pertinent information for each media source to your list,

What Can Your Company "Pick Up" With a 4½" Inch Satellite Antenna Model...?

...More Sales

Any dealer, distributor, or manufacturer of TVRO Systems can now utilize the SPACE CRAFTS Model in their sales and marketing programs.

For Dealers:
- Give away to prospective buyers of TVRO Systems.
- Thank a valuable customer.
- Use as a store display.
- Use in community trade shows.

For Distributors:
- Solicit new dealers.
- Use in direct mail promotions.
- Give as an award to certified dealers.

For Manufacturers:
- Include in dealers Point of Purchase (POP) kits.
- Use in trade shows.
- Support the introduction of new products.
- Have available for use in cooperative advertising.

Several Models To Choose From
Base & dish diameter - 4½"
Dish height assembled - 6"
The models 4 parts are made from ABS plastic using an injection molding process.

The SPACE CRAFTS model is an original promotional product which can fit into your company's sales and marketing programs. The model is the symbol of the Earth Station industry and is an effective way to create consumer awareness.

For further information contact: SPACE CRAFTS Inc., Suite 202, 4270 Main Street, Bridgeport, CT 06606. Telephone: 203-372-8810.

Circle 38 on Reader Service Card

You Deserve Extra
In Nashville at the Space/STTI Show
Satellite Business™ Extra
September 1 - 4, 1985

• Room Distribution

Every room at the Operyland Hotel during the Nashville show will receive a copy of Satellite Business Extra the night before the show.

• Show Saturation

Satellite Business will be distributed in bins, boxes, and to every booth at the show. Everyone will be reading the Extra for show information.

• In Room Flyer Distribution

Every room at the Operyland Hotel will receive information in addition to the Extra in a Satellite Business bag hung on the doorknob of every room the night before the show. Would you like your promotional material to be placed inside? Ask your Satellite Business Extra representative for details.

Satellite Business™ EXTRA will include:

- A Complete Exhibitor Booth Guide and Directory
- Information on Events & Attractions Hotels and Airlines
- The Latest News on Company and People Involved in the Convention
- Show Seminar Information
- Complete Up to Date Convention Coverage

For Information Call (619) 323-2000

Circle 39 on Reader Service Card

create mailing labels. If your release is one-page long and has no photos send the information in a regular business size envelope, preferably one pre-printed with your company logo and address.

Although most public relations books will advise that you call each publication to insure that your release was received, this is rarely cost-effective or necessary. Call local media sources and add your name to your contact list. If you receive your own copy and local publications receive theirs it is very unlikely that the remaining media did not receive theirs. It is also a good idea to hand deliver releases to local media. Not only will you insure their delivery, this is a very good way to possibly meet local editors and news directors. At worst, such a personal meeting will meet with apathy, at best you will be asked more about your company and a feature article about you or your company might be a pleasant result of the conversation.

Photos

If your press release's subject lends itself to a photograph, it is a good idea to include one with the information. A good, clear photo will enhance the press release's chance of publication and even if there is not room for a complete news item in a given publication, the editor may use your photo and its caption anyway.

The best type of photos to use are simple, black and white shots which are clear and will reproduce well in newspapers and magazines. It is best to carefully think through the photo before you start and take an entire roll of black and white film of the proposed photo from different angles and at different times of day. This will ensure that you will have a better selection of photos to choose the best. Have the film developed and select the photo from actual photos *not negatives*.

Once you have selected your favorite, have the photo store make enough copies of the photo to send one to each publication on your list. The best sizes for press release photos are either 5 x 7-inch or 8 x 10-inch glossies. Although it seems superfluous to say it, do not send photos to radio stations. Although they cannot use them some stations receive hundreds of photographs annually. It is probably not a bad idea to send photos to television stations, however, since they are a visual medium. The photo may prove valuable to the station's graphics department if they use your release. Or the photo may compel them to come out for some film footage on a slow news day or for use as filler. Again, the expense is well worth the possibilities.

Create a caption for each photo that can be cut-out and attached to the reverse of the photo with tape. *Never* write on the reverse of a photo with pencil or ink. The caption should contain the same basic information that was included in the first paragraph of your press release (the five Ws) plus your contact person's name, the company address and telephone number. If the photo and release become separated the basic information will still be available from either.

When sending the photos through the mail, make sure to sandwich them between cardboard (tape the edges on all sides of cardboard to prevent the photo from slipping out in the mail. Paper clip the cardboard-wrapped photo to the release and send in either a business-size or manilla envelope, depending upon the size of the photo. Mark the outside of the envelope PHOTOS: DO NOT BEND in large red letters just in case.

Newsworthiness

Once the basics of creating and distributing press releases have been mastered, do not get carried away. Never do a press release just because you know how. Carefully select your subjects. A good release should have news value if it is going to see print. Try to ascertain the newsworthiness of every release you do. If you deluge editors with information they cannot use, they will soon equate all your releases with a waste of time and may actually quit reading them!

Be judicious in your choice of subjects. Good press release subjects will help you garner free publicity. Not-so-good releases waste time and money. Analyze the possibilities for releases carefully from time to time and try to plan your releases. It is better to send one good release per month than six this month and none the next. Again newsworthiness is important, try to

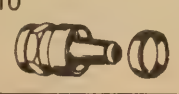
Continued on page 70

DEALER INQUIRIES WELCOMED

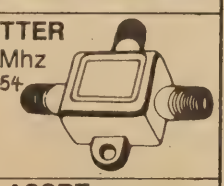
3 FT. NICKEL "F TO F"
STOCK 20-067
10 FOR
$5.00

3 FT. GOLD "F TO F"
STOCK 20-005
10 FOR
$10.00

F59U WITH SEPARATE FERRULE
STOCK 20-410
10 FOR
$8.00



2 WAY SPLITTER
Freq. 5-900 Mhz
STOCK 20-554
10 FOR
$6.00



1 KV 2.5A DIODE
STOCK 06-251
200 FOR
$15.00

3 AG FUSE ASSRT
100 EA 2A, 3A, 5A
300 FOR
$9.00

UG29 TYPE
STOCK 21-919
10 FOR
$15.00

GOLD PLATED DB25 PLUG
STOCK 23-920
10 FOR
$9.00

GOLD PLATED 36 PIN CONNECTOR
STOCK 23-960
10 FOR
$20.00

6 FT. DB25 PIN MALE TO 36 PIN MALE
STOCK 23-655
2 FOR
$16.00

MINIMUM ORDER $25.00
SHIPPING 3.25
UPS COD FEE 2.00
800-421-2841
213-538-8333

SVEA®
ELECTRONICS
A DIVISION OF FUJI-SVEA INC.

Circle 40 on Reader Service Card

Satellite Total Control Cable

TYPE 1
2 conductors #14 ga
3 conductors #22 shielded w/drain wire
3 conductors #20 shielded w/drain wire
3 conductors #18 shielded
1 RG-59/U—20 ga —60% braid—100% foil
with type 3 black polyethylene jacket
for direct burial

TYPE 2
2 conductors #14 ga
3 conductors #22 shielded w/drain wire
3 conductors #18 shielded
2 RG-59/U—20 ga —60% braid—100% foil
with type 3 black polyethylene jacket
for direct burial

TYPE 3
2 conductors #12 ga
3 conductors #22 shielded w/drain
3 conductors #20 shielded w/drain wire
3 conductors #18 shielded
1 RG-6/U—18 ga —60% braid—100% foil
with type 3 black polyethylene jacket
for direct burial

TYPE 4
2 conductors #12 ga
3 conductors #22 shielded w/drain wire
3 conductors #20 shielded w/drain wire
3 conductors #18 shielded
2 RG-6/U—18 ga —60% braid—100% foil
with type 3 black polyethylene jacket
for direct burial

cz labs
AND C-Z CONNECTOR & CABLE COMPANY
55 Railroad Avenue • Garnerville, NY 10923
(914) 947-1554 • (800) 423-2322
TELEX: 510-100-3416
DEALERS AND DISTRIBUTORS • CALL TOLL FREE FOR COMPLETE CATALOG AND PRICING

Flat Ribbon Satellite Cable

TYPE - 1
2 conductors #14 ga
3 conductors #22 shielded w/drain wire
3 conductors #20 shielded w/drain wire
2 conductors #18 shielded w/drain wire
1 RG-59/U—20 ga —95% copper braid
TYPE - 2
2 conductor #14 ga
2 conductor #20 shielded w/drain wire
2 conductor #18 shielded w/drain wire
1-RG-59/U—20 ga —95% copper braid
1-RG-6/U—18 ga —95% copper braid

Circle 41 on Reader Service Card

ATTENTION

SATELLITE DISH MANUFACTURERS

We can supply you with reflective aluminum mesh for fiberglass spray up, several molding techniques and skeleton dishes.

Phifer aluminum mesh is . . .
- Flexible, easy to use.
- Rust resistant.
- Available in meshes engineered for both 4 and 12 Ghz signals.
- Designed to improve results and cut costs.

Write or call for a computerized comparison of your material or a sample.

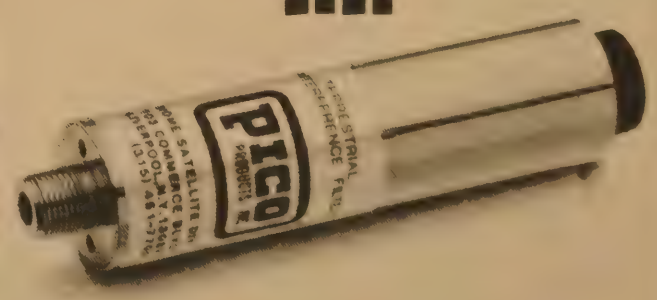
Call toll free, 1/800-633-5955

PHIFER WIRE PRODUCTS
P.O. BOX 1700, TUSCALOOSA, ALABAMA 35403

© Phifer Wire Products, Inc., 1984

Circle 42 on Reader Service Card

The Best Buy To Eliminate T.I.



For under $25. . You can put Pico's years of experience and mass production capabilities in RF Filters to work for you. Why pay more? Pico has sold over 10 million of its filters to the communications industry.

Call for information and a free T.I. Filter Application Guide.

PICO PRODUCTS, INC.
HOME SATELLITE DIVISION
103 Commerce Blvd.
Liverpool, NY 13088
CALL TOLL FREE: 1-800-336-3363

Circle 43 on Reader Service Card

'Bargain-Priced' . . .

Continued from page 46

to be almost secretive about it."

AMS, however, is opening a new branch distributorship this month at Winston-Salem, NC, and Richmond wants to be anything but secretive about the ad program and other service/support functions AMS has to offer prospective dealers in that market area. And company president and founder Jay Casdorph, who administers another AMS branch at Bowling Green, KY, and is expected to help open the Winston-Salem facility, displayed the new ad program prominently at the recent industry trade show in Las Vegas.

Particularly striking about the campaign, Fichthorn indicates, is its use of cartoon figures and humor instead of traditional dish and receiver pitchers to present the advertiser's case. Two sports-related ads, for example, show heavy-jawed football players and an entranced "jock" on the order of the popular "Tank McNamara" syndicated cartoon strip. The ad copy reads: "Invite Pittsburgh, Los Angeles and Miami in for football tonight . . . Unlimited sports with a satellite television system."

A similar ad shows the same jock seated in front of a TV in a slightly befuddled state while the copy asks: "Tired of watching the 94th re-run of 'Wonder Moose'? Give yourself a break and tune into satellite television."

A third ad varies the presentation by displaying an arm reaching through a galaxy toward a TV dial — "Tune in the Stars . . . Unlimited programming with a satellite TV system."

"We like to keep the ads humorous and to the point," says Fichthorn, who started his agency in 1979. "This gives you (the viewer) a break from looking at antenna after antenna, receiver after receiver. We try to look at things from a different perspective and communicate in a distinctive way."

Distinctiveness is particularly important to the third prong of AMS' three-pronged advertising approach which, in addition to the co-op program and *Hotliner*, includes regular advertising in seven to nine of the TVRO industry's top dealer-oriented publications.

"We use those media to create an awareness of services. American Microcom is a service-oriented distributor and bends over backwards to support its dealers," Fichthorn says. "We try to communicate that message in magazines that have more than a 36 percent market share east of the Mississippi. Then we go to the principal industry newspapers, which puts us in a position to release news of new products such as a micromesh antenna that American Microcom is having made to its specifications, for example."

Like its co-op campaign, AMS' own media advertising uses cartoons and non-product messages to distinguish its ads from others in the visual "ocean," Fichthorn indicates. However, the themes are serious.

"In one ad, we promote our technical support and a technical service department that's manufacturer-authorized to repair or replace parts. Another is oriented to helping dealers with their floor planning. AMS promotes the idea that it maintains a fully stocked warehouse of equipment with 24-hour delivery by simply calling a 1-800 number. Another ad is oriented to the on-call availability of technical advise from a staff of experts in the TVRO industry."

The ads invite inquiry, and inquiries result in new additions to AMS' mailing list for *Hotliner*. "We've built our mailing list up to about 6,300 dealers," Richmond notes.

Including *Hotliner*, its media placements and the new co-op program, American Microcom spends about $225,000 annually for advertising, which is probably at or near the top end expended by any distributor. Nevertheless, if that expenditure attracts dealers and moves inventory, Richmond feels it is well justified.

"We stock a great deal of inventory because the dealer doesn't want to stock any more inventory than he has to due to intense price competition," he explains. "If he buys 20 systems and stocks them, he'll be lucky to sell half of them before something in his stock drops due to price competitiveness." □

New From The Pioneer In Satellite Tracking. . .

SAT-TROL MODEL 10

from Burr, a pioneer in the industry. SAT-TROL 10, the most reliable control and actuator system ever made. Rigorously tested to meet Burr's high performance standards, SAT-TROL 10 is dependable and precise, yet simple to operate.

Designed by Burr's outstanding engineers, the SAT-TROL 10 control offers pin point location of each satellite. And the system's components carry a one-year warranty. SAT-TROL 10 is backed by Burr's fully staffed service department. . . and all components are made in the U.S.A.

CONTROL FEATURES:
- Reliable, accurate microprocessor based control
- Battery backup for data retention
- Dynamic braking better then .030 accuracy
- Optional Infrared remote control
- Protective isolation between sensor and control
- Overload protection
- Easy access upper and lower limits
- Parental lockout
- Attractive, contempory styling. . . low profile "slimline" design.
- Solid state sensor

ACTUATOR FEATURES:
- 36 volt motor from control to actuator
- Die-cast aluminum power head
- Thrust capacity-1000 lbs
- Strokes up to 52"
- Zinc-plated, 12 guage inner and outer tube

When know-how counts, you can count on Burr. . . an industry pioneer and still tracking.

Burr Engineering Company
Actuator and Control Systems
730 East Michigan Avenue
P.O.B. 460
Battle Creek, MI 49016-0460
(616) 965-2371

Circle 45 on Reader Service Card

Continued from page 51

Description of Show Products:
Services.

UNIVERSAL ANTENNA MANUFACTURING
P.O. Box AA
Cabot, AR 72023
(501) 843-7706
Booths: 1417 & 1318
Names of Personnel:
John See
Description of Show Products:
Antennas.

UNLIMITED SATELLITE SYSTEMS INC.
2021 S. Stoughton Rd.
Madison, WI 53716
(608) 222-3242
Booth: 312
Names of Personnel:
Nick Brashi
Description of Show Products:
Complete Systems.

V

VIDARE MFG.
P.O. Box Q
Conway, AR 72032
1-800-643-1137
Booths: 1612 & 1614
Names of Personnel:
Doug Avra

VIDCO ELECTRONICS
903 W. Cotton
Longview, TX 75601
(214) 757-4911
Booths: 210 & 212
Names of Personnel:
David Alston
Description of Show Products:
Complete Systems.

VIDEO PRODUCTS
100 Corporation Way
Palo Alto, CA 94303
(415) 960-0900
Booth: 2217
Names of Personnel:
Gary Miller
Description of Show Products:
Complete Systems.

VIDEO PRODUCT NEWS
P.O. Box 2772
Palm Springs, CA 92263
(619) 323-2000
Booth: 606
Names of Personnel:
Steve Tolin
Description of Show Products:
TVRO Publication.

VIDEO SATELLITE CORPORATION
Box 327, Columbus, NE 68601
(402) 563-3625
Booth: 122
Names of Personnel:
Greg Andreason
Description of Show Products:
Antennas & Mounts

VIDEOSAT INTERNATIONAL
P.O. Box 8, Hwy. 83
Roma, TX 78584
(512) 849-2140
Booth: 128
Names of Personnel:
Alejandro Sada
Description of Show Products:
Complete Systems.

VIEWSTAR, INC.
55 Milner Ave.
Scarborough, Ontario
Canada M1S 3P6
(416) 298-9919
Booths: 1611 & 1613
Names of Personnel:
Al Sopel
Description of Show Products:
Receivers.

W

WSCS
1920 "N" St. NW, Ste. 510
Washington, DC 20036
(202) 887-0600
Booth: 1908
Names of Personnel:
Robyn Nietert

WESBAR
Box 577
West Bend, WI 53095
(414) 334-2381
Booth: 2317
Names of Personnel:
Daryl Walsh
Description of Show Products:
Manual Adjusting Jacks.

WESTERN MANUFACTURING
204 No. 1st
P.O. Box 844, Cabot, AR 72023
(501) 843-2051
Booth: 1702
Names of Personnel:
Don Bevis

WESTERN SATELLITE
Box 70
Round Mountain, CA 96084
(916) 337-6700
Booths: 2322 & 2323
Names of Personnel:
Larry Woodruff
Description of Show Products:
Complete Systems.

WINEGARD COMPANY
P.O. Box 1007
Burlington, IA 52601
1-800-358-3099
Booths: 2023, 2025, 2027, 2029 1925, 1927, 1924, 1926, 1928, 1930, 1826, 1824
Names of Personnel:
Harry Rheinschmidt
Description of Show Products:
Complete Systems.

Continued on page 66

Continental Satellite Systems

ANNOUNCES

DEALER SUPPORT

In the beginning...

TVRO dealers were left pretty much on their own when it came to marketing. Manufacturers acted as if their job ended at their shipping department. Now, Continental's out to right that wrong.

Continental Satellite Systems has always been the leading manufacturer of the finest aluminum mesh antenna in the world. We are so confident of our dish we guarantee it to out perform any other dish of the same size on the market.[1] We are now proud to announce a new concept in dealer/distributor back-up marketing.

[1]offer good to direct dealers and distributors within 7 days of purchase

The Continental plan is designed to give a real boost to sales. It's a multi-faceted, multi-media package providing information, materials and financial support – including:

***CO-OP ADVERTISING**
We all benefit if you banner the Continental name to attract customers, so we're willing to pay up to 50% of your advertising dollar. (Contact your distributor for more details).

***TRAINING TAPES**
What good is buying the best, if improper installation will mean less than perfect performance? These video tapes show step-by-step installation procedure – with little secrets to reduce those sparkles!

***PROMOTIONAL TAPES**
What's TVRO all about? These video tapes will explain the hows and whys of satellite TV to your customers. Naturally, there's a plug for Continental at the end!

***POSTERS**
Several styles in full color to dress up any showroom. Shows the customer graphically that the Continental Satellite antenna blends beautifully with any landscape. As they say, one picture....

***SPEC SHEETS**
Better organization, more information than ever. Detailed technical specifications give the dealer the confidence of knowing that he is selling the best.

***COUNTER CARDS**
Cards containing an attractive display of brochures, to remind the customers later of all the good things about satellite TV – and where to buy, of course!

***AD MAKE-UP KITS**
Includes camera-ready headlines, ad copy and illustrations. Lets you develop individual, professional looking ads in no time. Full instructions and suggestions are included.

***WINDOW AND VEHICLE STICKERS**
Identifies you to the world as an authorized Continental Dealer. Display them proudly.

Lets face it, in the uncharted galaxy of this marketplace isn't it nice to know you're not alone?

CONTINENTAL
PARABOLIC PERFECTION

Features:
UPS Shippable
7 sizes from 6' to 30'
12 colors available

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3 Up/Downlink . . .

Continued from page 1

structor Bob Pizzia of Amplica, on July 27 from 11 a.m. to 3 p.m. (ET); and "Troubleshooting the Satellite Reception System," instructor Brent Gale of Geotrac, on July 28 from 11 a.m. to 3 p.m. (ET).

Each course will have three hours of instruction followed by a live question and answer period in which the instructor will be in the Businet studios fielding called-in questions from an 800 number. A half an hour test will follow.

The tests will then be sent to SPACE where they will be corrected and the results entered into a database. When a dealer has completed the seven out of 10 required courses for certification SPACE will send a diploma.

Course fees are $75 per course for SPACE members and $125 per course for non-members. Dealers interested in attending should first contact their distributor to see if he is participating. If he isn't, the dealers should contact Jones at SPACE, (703) 549-6990.

Sponsorship Requirements

For those manufacturers, distributors and dealer co-ops interested in sponsoring the courses, there are certain requirements that must be met.

According to Jones, the potential sponsor must have a "suitable classroom environment," which would include a comfortable room, large screen TV and telephone for the Q&A period.

Financially, the sponsor is responsible for paying in advance the non-refundable course fees for all those attending. Jones will then send a corresponding number of textbooks. SPACE will also send the sponsor two decoders, but each requires a $1,000 deposit. All proceeds from the course go back into the SPACE education fund.

The sponsor is also responsible for monitoring the class while the dealers are taking the test and then collecting the tests and the information page from the textbooks and forwarding them on to SPACE.

Beyond that, SPACE does not care what the sponsor does with the time before or after the clases. "They set up their own show," Jones said. "That's their business how they want to do it; if they want to offer special incentives, I don't care."

The uplink/downlinking of the classes was developed, according to Jones, "in response to the tremendous interest dealers had expressed in having the classes more accessible than just at the trade shows."

At the SPACE/STTI show in Las Vegas, some dealers questioned the concept of scrambling the signal. Chuck Hewitt, executive vice president of SPACE, explained at the time that the courses only certified that a dealer had taken all required courses, not his skill or knowledge. Because of this, he said, SPACE needed a way of knowing exactly who had taken the courses and scrambling was that way.

In a SPACE press conference during the show, Taylor Howard, chairman of SPACE, mentioned an ancillary benefit to scrambling the signal.

"Doing it in a scrambled mode," he said, "will guarantee that each of the dealers who go through the certification classes will be familiar with the decoders, see them hooked up, see them used. In most cases, this will be the first time that any of these dealers will have seen the transmissions both in the clear and then scrambled."

SPACE has urged that any manufacturer, distributor or dealer co-op interested in sponsoring the courses should contact Jones immediately. After the July classes, the tentative schedule is to uplink three new courses during the last week in Oct., Jan. 1986, and April 1986. □

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PIONEER MEMBER OF SPACE

Diverse . . .

Continued from page 1

gramming up on the satellites and having it eventually get to the home.

"It really doesn't matter," he continued, "whether the individual homeowner has cable coming into his home supplied by the public franchised cable institution in the city or by a private cable facility in his condo complexes; or whether he receives over the air repeat broadcast information from the networks, from the local independent TV stations or even MMDS, STV or has his own private earth station.

"We're really trying," Marshall stated, "to bring together the HBOs and Twentieth Century Foxes of the world with SPACE and with the dealer's organization. I think it's very important that major distributors and dealers get to know each other."

Panels included: "C-Band DBS?" (see separate article in this issue); "Battle of the Bands; C vs. Ku"; "Encryption: The Technological Solution"; "Hardware For The Home"; "The 1984 Cable Bill and 1985 Legislation"; "Marketing of Private Earth Stations"; and "The Networks On The Satellite: A Progress Report — TV."

Panelists included: Taylor Howard, Chaparral; Charlie Ergen, Echosphere Corp.; Guy Davis, PenTec MTI; Bob Dushane, Janeil Corp.; Bob Luly, Luly Telecommunications; Peter Sutro, Cooper Wireless Cable; John Sie, TCI; Robert Wold, Wold Communications; Holmes Harden, Canaan Communications; Blair Gilbert, Galaxy Broadcasting Service; Robert Waldron, Hughes Communications; David Chance, Scientific-Atlanta; Dr. Mark Medress; M/A-Com/Linkabit; and Robert Zitter, HBO.

The keynoter was Nicholas Johnson, former FCC commissioner, who spoke on "The First Amendment and The Communications Revolution." A special presentation was made by Captain Robert Crippen (USN), a NASA shuttle astronaut, who talked on the rescue and repair of the Solar Max satellite.

Lloyd Covens, publisher of *Channel Guide* and secretary/treasurer of Sat-Expo Inc., commented that "I think the industries of the cable, TVRO and SMATV sides of the business all came together at the show probably for the first time . . . I was very happy to see the kind of representation from the programmers and the encryption companies.

"The show," he continued, "was not one where everything was off the record or unknown. If a dealer wanted to ask a question of a panelist he had the floor and he could really ask some pertinent questions as to is this really the final announcement, can we plan on this, can we go with this?"

On Tuesday, the second day of the show, M/A-Com made an announcement concerning licensing of their decoder technology.

Also on Tuesday the Sat-Expo 1985 LUNA awards were presented. The awards are presented for excellence in satellite television hardware, services and marketing. This year's LUNAs (Luna is Spanish for moon) were given in four different categories: best basic service, best movie service, best satellite/cable program, and best satellite product ad.

The five nominees in best basic service were: CBN, CNN, ESPN, WGN, and WTBS. The winner was CNN. In the movie service category nominees were: Cinemax, HBO, The Movie Channel, Selec-TV, and Showtime. The winner was HBO.

The third group of best satellite/cable program included: C-SPAN, "Grass Roots '84"; HBO, "Sakharov"; CNN, "Freeman Reports"; Showtime, "Bizzare"; and WTBS, "Threads." The winner was Showtime's "Bizzare."

And in the fourth category of best satellite product ad, nominees included: Chaparral, "Dreams, Technology and Experience"; Janeil Corp., brings Outer Space to Crowded Space"; Paraclipse, "Don't Try This Stunt At Home"; Toki, "Harvest The Stars"; and Uniden, "Prepare to Receive Visitors From Space." The winner was Chaparral's "Dreams, Technology and Experience." □

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Before returning to his chambers, the Wizard paused and said, "For further information on how you can learn more and experience the quality of Odom Antennas, call 800-643-2950 or 501-882-6485. Only a wise person will make such a call."
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Study To Examine Trans-Atlantic Video Programming Transmission

CAMBRIDGE, MA — Kalba Associates Inc. has announced the inauguration of a multi-client study of trans-Atlantic video communications. The study, *Opportunities in Satellite/Fiber Video Communications: North Atlantic Region,* will assess and forecast the market for video program transmission between North America and Western Europe during the 1985-1994 time period.

In announcing the study, Dr. Kas Kalba, chairman of Kalba Bowen Associates and director of study, stated, "The crucial issue is whether the explosion in U.S. domestic satellite video between 1975 and 1980 will be replicated over the next 10 years internationally. Will the trans-Atlantic flow of video programming, currently running at 20,000 or 30,000 hours per year, grow to 100,000 or 500,000 hours per year in 1995?" He added that the implications are enormous not only for international carriers and connecting domestic ones, but also for aerospace companies, fiber communications suppliers, programming services, broadcasters, and major corporate users.

Other issues that the study will address are: (1) whether satellite or fiber systems will carry the greatest share of video relay traffic across the Atlantic; (2) whether the primary traffic flow will be U.S. to Europe or Europe to U.S. (given the value of the dollar and escalating U.S. program production costs); and (3) how much of the satellite traffic will be regional rather than trans-Atlantic, particularly on the European side. According to Dr. Kalba, the growth of such regional distribution traffic could give satellite systems an edge over submarine fiber links, at least in the short-to-middle term; fiber systems, on the other hand, could outprice satellite carriers on major traffic arteries.

The North Atlantic study will examine several market segments including cable TV, broadcasting, satellite television, videoconferencing, HDTV, and specialized business applications. It will analyze regulatory and government decisions in areas such as industrial policy, technical standards, advertising restrictions, and service pricing; and it will critically evaluate the ability of announced trans-Atlantic satellite and fiber systems to become operational and to survive the competition. The study will project which countries are likely to enter into reciprocal service agreements with new international carriers as well as how Intelsat may respond to such competition.

Charter subscribers to the multi-client study include British Telecom International, Comsat and RCA. These and other subscribers will receive a five-volume report on the study (scheduled for August 1985 completion), including market entry and product marketing recommendations for satellite and fiber carriers, related service companies, programming suppliers, cable TV networks, and equipment vendors.

For further information about the study, contact: Teresa Casder, research manager, (617) 661-2624. □

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Study Says 'Renegade Firm,' Nation Might Launch Own European Satellite

NORWALK, CT—Frustration with the politics surrounding European satellite broadcasting procedures may lead a renegade company or nation to launch a satellite of its own and broadcast news and entertainment programs to audiences throughout the continent, according to a recently published 187-page study from International Resource Development Inc. The market research firm believes that the concept of the "pirate" station, while new in satellite circles, is relatively old hat in radio, where unauthorized private stations have been known to broadcast from ships anchored in international waters. The biggest difference between the two cases, IRD says, is cost, as it is a great deal more expensive to launch a satellite than to buy radio transmission gear.

The report, *European Satellite Systems and Services,* suggests that the story may unfold in one of three ways. First, it states, a private company already using a satellite for some other purpose may find the lure of international advertising and programming revenue irresistable and decide to become a pirate on its own. The study concludes that such a company would either have to be quite sure of itself or in desperate straits, for angry government agencies could easily revoke their rights to do business in their countries. This would leave the companies in the broadcasting business alone, which may not be what planners originally had in mind.

A second possibility the report raises is that of a well-financed private company or individual building a satellite and hiring a private launch firm like those just beginning in the U.S. to place the craft in orbit. "This would take a tremendous amount of money, however," IRD analyst Steven Weissman said, "and there's so much stuff in space that a renegade spacecraft could easily collide with other space satellites or interfere with their radio signals." Still, Weissman pointed out, there would be little anyone could do to stop a determined pirate. "Once a bird is up there," he said, "it's tough to bring down short of aiming a 'Star Wars' gun at it."

The high cost of a satellite project leads IRD to endorse a third scenario. "Whereas a private concern might be hard-pressed to swallow the huge costs of establishing a space-based broadcasting platform," its report states, "an ambitious country waiting for trans-border transmission issues to be resolved before sending up a domestic-service satellite would not be and may be tempted to launch anyway." Because of the finality of a launch, IRD concludes that the country would probably feel it could haggle over the ramifications from a position of relative strength. "At worst," it says, "it would have to either tightly focus the satellite's beam to stay within its border or monitor programming to avoid international arguments. Either way, the satellite would remain in the sky and the country would have achieved its aims."

IRD believes that one nation seemingly ripe for such a move is Luxembourg, which has been planning to broadcast via satellite for a while. Hiring a launch vehicle would be its most difficult task, for it the other European nations wanted to, they could theoretically pressure Ariane to refuse to handle the business. But as this still leaves the U.S. Space Shuttle, a private space contractor, or even Soviet or newly developing Chinese agencies as options, the study concludes that where there is a will, there will be a way to place a bird in orbit. □

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C-Band DBS . . .

Continued from page 7

urban centers which are currently not wired. We have reason to believe they will be wired and we would like to participate in delivering cable programming by whatever means possible within those franchise areas."

In the rural areas where cable will not be wired, Sie said, there was probably a potential of 10-15 million homes.

Waldren, when he gave his estimate of the marketplace, stated that he feels C-Band DBS is primarily a "backyard business" which will "top out" at 2-3 million, Ku-Band, which he thinks will predominate in the urban marketplace, has a potential of 5-10 million.

Serving the urban areas with C-Band equipment brought comments from all the speakers. Gilbert stated that his four-foot, fixed C-Band dish aimed at the Hughes/ Galaxy satellite worked well, with very few cases of terrestrial interference causing problems.

Sie feels that "where cable is available it will probably be the dominate factor of delivering cable programming to the consumer . . . Urban areas, we believe, Ku-Band will probably predominate."

Recently, it was reported that TCI was contemplating the purchase of USCI, the Ku-Band DBS service which closed down in March. In referring to the USCI situation and TCI's interest in Ku-Band, Sie explained, "We were looking at (USCI/Ku-Band) as an adjunct to cable to deliver cable programming on a brand new basis to the consumers. So to that extent we are continuing to look at the Ku-Band rationale and there, it is not to protect our product integrity as much as a new business development."

All participants seemed to agree that numerous delivery systems will be available. Harden stated it most succinctly when he said, "We believe that multiple delivery systems will survive . . . This is not the first development in the communications industry. Newspapers have not been obsoleted by radio, which was not obsoleted by broadcast television, which was not obsoleted by cable television, which in our opinion will not be obsoleted by satellite television. You'll just see different nitches in the marketplace with all those delivery systems having an appropriate spot."

When HBO's recent announcement that it would sell to the TVRO owner was brought up, Sie and Harden represented opposite ends of the spectrum. Sie felt, "It's positive in general. What TCI has proposed is a cable-sponsored co-op where we would like to scramble all of the cable programming, not just the premium services, and to provide an orderly transition so that the TVRO owners can have easy access to that programming at a reasonable fee.

"So to the extent," he continued, "that the HBO announcement marks the first steps towards a genuine intent to scramble, we're all for it."

Harden stated that "We don't believe the HBO announcement is critical to the development of the marketplace and we think their decision was driven by entirely different reasoning."

Although Harden did not go into that "reasoning," he did say that at Canaan's launch "We hope to have 20 or more basic services and as many of the pay services that will join our package," for "around $20 a month." This price, he feels, is more in line than HBO's announced price of just its service for $12.95 or $19.95 for both HBO and Cinemax.

Continued on next page

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C-Band DBS . . .

Continued from previous page

On pricing, Sie refused to talk about it, citing possible antitrust voliation in doing so. He did say, however, that part of TCI's plan would include paying for the decoders at cable headends.

"We are saying we're willing to protect product integrity by providing the cost of decoders," he said. "This has been one of the problems with the basic, or advertising supported, networks who are either losing money or cannot afford to put in a decoder in 6,000-7,000 cable headends.

"We think," he continued, "that the cable industry ought to step up and pay for those decoders, for it must protect the integrity of its product, whatever it sells, whether it's pay or basic."

While paying for the decoders would create good will, Sie explained, it also would have economic advantages. He said it would be cheaper in the long run to pay for decoders as a way of protecting the product from illegal SMATV systems, hotels and motels, than taking those illegal users into court.

Sie also stated that TCI's plan will actually help TVRO dealers. "We think with a concerted effort to have a standardized and cooperate scrambling scheme, it would avoid the confusion of different groups going after it with different scrambling techniques . . . So what we want to do is make sure that if (scrambled programming) is available to the TVRO owners one box will be able to decode any services the consumer wishes to buy without a multiplicity of boxes or a long time delay between switching from one channel to another."

When asked if there is a place for the TVRO dealer in TCI's distribution plans the only answer Sie gave was:

"We're talking about distributing the product, which is cable programming. And we're certainly not going to get into any type of TVRO installation that's in place with dealerships. What we're talking about is selling the programming as an adjunct through different technical means."

In effect, then, TCI would through its cable co-op companies distribute the programming and leave the hardware sales to TVRO dealers.

Waldren, in effect, agreed with that position. "We have proposed a system," he explained, "that would be what we think friendly towards the cable industry as well as friendly towards the TVRO industry. We think that the TVRO industry are the ones who can do the selling of the hardware best and they ought to be in place to do that. On the other hand, it's the cable industry that's very good at selling programming."

Hughes' plan, as Waldren explained, would be a multiple satellite system which would include as many programers as want to participate. He, like Sie, did not get into pricing of a package, but did give other general comments on Hughes' plan.

"We would set up some kind of process," Waldren said, "whereby people would be evaluated — the cable operators, if they choose to be in video distribution business, then they could be in it. If they choose not to be in it we would set up a business outside of those who are not interested and collect the money directly.

"Or anybody else," he continued. "A TVRO dealer, if he has facilities and he wants to do that (distribute the programming), he could do it also."

From Waldren's remarks it seemed that this system would be set up inside and outside cable franchise areas, with the cable operator having the first chance at participating within the cable area.

Harden, when commenting on whether Canaan's plans are cable or TVRO friendly, stated, "At Canaan Communications, we like to describe our plan as consumer friendly, somehow he's been lost in all of this." □

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Satellite Business™

Calif. Sat. Supply Mixes TVRO With Solar Business

By Lisa Godwin

California Satellite Supply sprang up only three months ago, although its parent company, Debin Enterprises, has been in the solar business for quite some time. The meshing of satellite and solar was a "marriage made in heaven," said John Stark, director of Debin Enterprise's satellite division, known as California Satellite Supply.

The expansion of satellites into the solar industry, Stark said, was "an easy transition," mainly because many of the technical aspects are the same in both industries. Also, many of the solar industry's dealers and customers express an interest in the satellite business.

To help solar businesses make the transition to satellites, Stark said California Satellite Supply offers seminars once a week at each of CSS's three locations in Southern California. Stark is director of all wholesale operations at the three offices located in Anaheim, Riverside, and Van Nuys, "We don't like to let a dealer just hang — we walk him right through everything," Stark said.

CSS provides wholesale supplies — "everything down to the cement" — and is "only one call away," he said.

Stark has been in the satellite business about four years, having worked for Intercontinental Satellite Distribution Centers before coming to CSS. And during his four years in the industry, one thing that concerns him is the general public's lack of knowledge about the industry.

"This is an exciting industry, but there are a lot of people out there who don't know anything about it," he said. "There needs to be an effort made to start writing articles in a generic form for general magazines, instead of just for trade publications." □

Wilson's 5-footer Sports Hand-Held

Wilson Microwave Sytems of Henderson, NV, applies the theory of "a little goes a long way" to its Little Wil Remote, a dish only five feet in diameter that fits into "virtually any lifestyle."

The Little Wil Remote means television viewers can enjoy dozens of channels of news, weather, music and movies but in a different way. "You'll be watching the live feeds just as local stations do," the microwave systems company says.

A special feature of Little Wil is a remote control that can be hand-held. Wilson advertises that "you can change channels, fine tune, scan for your favorite satellite, adjust audio and even turn your receiver on and off, all from the comfort of your easy chair."

Another feature is the easy installation, which Wilson claims a consumer can do himself with no tools required. The Little Wil Remote uses its own mounting ring to give it stability, and each dish weighs only about 50 pounds. □

Installs 'Easier' With Trencher

E-Z Trench Manufacturing Inc., of Loris, SC, guarantees customers that its E-Z Trencher will make "your satellite installation easier and faster."

One feature of the trencher is that it can be easily lifted and transported by one person to a job site. The system also is easy to operate, the company says, with a beltdrive system that has no pins to shear, no clutches to burn out, and no gears or chains to break.

The trencher digs 100 feet in about five minutes, is seven inches deep, has a 1¼ blade width, and weighs 85 pounds. It also has a one-year material and workmanship warranty.

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July

July 9-11
Cable '85
Brighton Metropole, UK
01-868-4466

July 12-23
Installation School and Dealer Seminar
Sacramento, CA
Home Satellite
Willie Seirer, (916) 441-6036

July 16-18
How to Video Teleconference Successfully
San Francisco State University
San Francisco, CA
(202) 331-1960

July 29-August 2
Satellite Communications Networks
George Washington University
Washington, D.C.
Darold Aldridge
(202) 676-8518

July 30-31
URSSA Super Seminar
Albany, NY
(209) 847-5996

August

August 2-4
Fifth Annual Satellite Conference & Trade Show
Reno, NY
Evelyn Kessler, (503) 389-155?

August 4-5
URSSA Super Seminar
Pittsburg, PA
(209) 847-5996

August 9-10
Installation School & Dealer Seminar
Sacramento, CA
Home Satellite
Willie Seirer, (916) 441-6036

August 25-27
Eastern Cable Show
Congress World Center
Atlanta, GA
(404) 252-2454

September

September 1-4
SPACE/STTI Convention
Nashville, TN
(405) 396-2574, (800) 654-9276

September 6-7
Installation School & Dealer Seminar

Sat Symposium Set For Toronto

TORONTO, CANADA—Satellite Symposium '85, a presentation of *Signal* magazine, will be held July 1-3 at the Skyline Hotel. The event is divided into three sections: symposium, trade seminars and exhibition.

The symposium sessions are speeches and open discussions, from 8:30 a.m. to 12:30 p.m. each day. The focus will be on technology, marketing and industry issues. Topics like scrambling, consumer education and DBS will be addressed by sepakers from the TVRO, satellite communications and broadcast industries, as well as representatives of regulatory agencies.

The exhibition, which will run concurrently with the seminars, will feature TVRO equipment.

For further information contact: *Signal,* Fennwood Publishing Limited, Box 238, Station D, Scarborough, Ontario, Canada M1R 5B7. □

Booth Guide . . .

Continued from page 57

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1055 Bay Blvd., Suite H
Chula Vista, CA 92011
(619) 427-0515
Booth: 1026
Names of Personnel:
Sally Daly
Description of Show Products:
Complete Systems.

WORLD-TECH
2741 S. Alameda St.
Los Angeles, CA 90058
(213) 233-1490
Booths: 2006, 2008, 2010, 2015, 2017, 2019
Names of Personnel:
John Kim
Description of Show Products:
Receivers.

Sacramento, CA
Home Satellite
Willie Seirer, (916) 441-6036

September 5-27
Great Lakes Expo
Convention Center
Indianapolis, IN
(614) 461-4014

September 18-20
Atlantic Cable Show
Atlantic City, NJ
(609) 848-1000

September 18-20
Atlantic Cable Show
Atlantic City, NJ
(609) 848-1000

September 25-27
Great Lakes Expo
Convention Center
Indianapolis, IN

(618) 243-6263

September 27-28
URSSA Super Seminar
Portland, OR
(209) 847-5996

October

October 4-5
Installation School and Dealer Seminar
Sacramento, CA
Home Satellite
Willie Seirer
(916) 441-6036

October 11, 12
URSSA Super Seminar
Colorado Springs, CO
(209) 847-5996

October 15-17
Satellite Communications Users Conference
Louisiana Superdome
New Orleans, LA
Satellite Communications Magazine
(303) 694-1522

October 16-18
Videxpo '85
Kensington Exhibition Centre
London, England
01-968-4567

October 20-23
National Satellite Cable Association Annual Meeting
Hyatt Regency
Fort Worth, TX
Kathy Bonnefoi
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October 18, 19
URSSA Super Seminar
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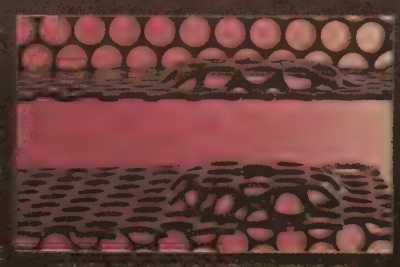

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Precision Holds Dealer Seminar

CLEARWATER, FL — Precision Satellite Systems Inc. has announced a TVRO dealer seminar to be held on July 1-2, at the Sheraton Sand Key Resort. Representatives from various manufacturers will attend and the seminar will feature speakers on current topics.

The cost of the seminar will be credited toward purchases during the seminar and motel room reservations can be made by calling the Sheraton, (813) 595-1611. Special rates can be obtained by mentioning the Precision Dealer Seminar at the time of reservations.

For further information contact: Precision Satellite Systems, 715 Grove St., Clearwater, FL 33515, 1-800-HOT-DISH. □

SEI Announces 'Electronics School'

RENO, NV — Satellite Electronics International Inc. has announced that its "Satellite Electronics School" for dealers is expanding. The course dates for the Reno school are: July 10-12; July 24-26; Aug. 7-9; Aug. 21-23; Sept. 11-13; Sept. 25-27; Oct. 9-11; Oct. 23-25; Nov. 6-8; Nov. 20-22; Dec. 11-13. □

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SYSTEMS

DEALERS - Contact us for complete satellite systems - KLM Auth. Distributors. North State Satellite Distributors, 346 N. Tehama, D Willows, CA 95988, (916) 934-2123. 503

Home Satellite Television Systems, Sandel Co., 12245 Grapevine, San Antonio, TX 78245. 514

Satellite Master Distributor. 28 years of professional service. "We do not tie up your money in warranty merchandise." Repairs or exchanges made promptly. Electronic Supply Co., Mobile, AL, Pensacola, FL, (800) 633-1662. 515

COMPONENTS

Are you keeping ahead of the competition? Sea Breeze antennas 8' and 10' silver or black mesh dishes. Sundown Satellite Systems, R. #1, Riverdale, NE 68870, (308) 893-2526. 502

Components - AB switches -splitters - cables - audio and visual accessories. We have it all at low prices. See us at all shows. We have the merchandise to take with you. Send for catalog - Stereo Video Discount, 9310 Timerlake Rd., Lynchburg, VA 24502, (804) 239-7585. 512

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You have never seen a six foot until you've seen ours. $199.00 for dish and mount. Call or write (309) 755-1016 or 593-42nd Avenue, East Moline, IL 61244. 522

SERVICES

EXPERT REPAIRS-ALL MAKES SATELLITE RECEIVERS; factory warranty for KLM and Automation Techniques. Carlisle Radio & TV Co., 1322 Spring Road, Carlisle, PA 17013, (717) 249-2511, Bob or Judy. 506

Tiajuana Ensenada Area Satellite problems: Obtaining, installing or fixing - quality & price (low), free information. Nicolas Doron Tercera, 2031 Tiajuana Mexico, Phone 85-1753 (24 hrs.). 521

Luxor in and out of warranty service. Luxor up-date for older units, provides fantastic video $126.10. Repairs on many other makes. Fast turn around Satco Electronics, (509) 928-8668. 523

Warped and twisted fiberglass dishes. We can help with our true alignment rods. Specify 8 or 10 Ft. Fiberglass dish. Kits $45.00. Send check to Thunderbolt Satellite Systems, 3554 Saranac Dr., Sharpsville, PA 16150. 528

DEALERS: Private cable sales to motels and quoted trailer parks offer big profits! Head ends free over the phone. Call Cable TV Supply, 800-527-6482. Ask for Neil. 516

Satellite and projection systems for rent, Eastern Canada only. Unique short term rental, (418) 832-6360. 526

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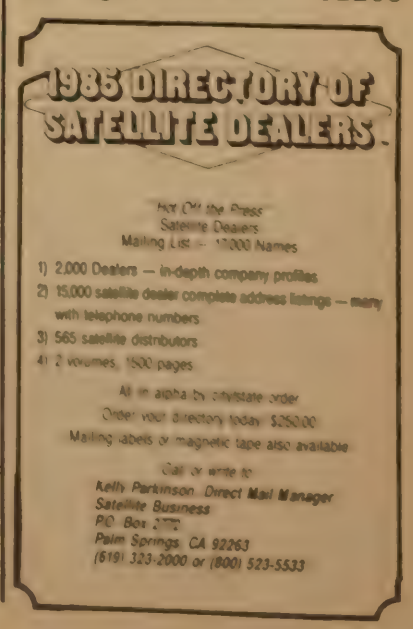
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Korea: Intelsat Role Critical In Resolving Hurdles Ahead

WASHINGTON, DC — The president of the Korea Telecommunications Authority (KTA), stressing that "telecommunications through the Intelsat system has been a major determining element for the large-scale development of (Korea's) international telecommunications services," has expressed his "strong hope and firm belief" that the "difficult and crucial questions" that Intelsat is now faced with be resolved "based on the fundamental principle and prime objective of Intelsat," as set forth in the Intelsat Agreement.

Welcoming the delegates to the Intelsat Indian and Pacific Ocean Regions Operations Representatives Conference in Seoul last month, KTA president Woo-Jae Lee cited the benefits of Intelsat to all member and user countries, and indicated that "such benefits, in terms of economy, quality, and reliability, should not be impeded, but rather should be furthered." Delegates to the conference are representatives of the member Signatories and users of the Intelsat system.

President Lee noted that Intelsat provides about 70 percent of Korea's total international telecommunications and 100 percent of her international TV programming, and that Intelsat will play a crucial role in meeting the TV transmission requirements for the Asian Games in 1986 and the Summer Olympic Games in 1988. The KTA, as the organization responsible for communications around these events, has a number of special projects underway to upgrade communications facilities, and is contemplating the construction of a fourth Standard A Intelsat antenna by 1988.

In his remarks, Intelsat Director General Richard R. Colino called attention to the "rapidly growing awareness of the importance of telecommunications in the Indian and Pacific Ocean Regions. Between 1978 and 1983, for example, traffic on the Intelsat system in the Pacific Ocean Region along increased on the average of 28.5 percent." Further, "in the Indian Ocean Region alone increased on the average of 28.5 percent." Furregion grew by 616 half-circuits to a total of 17,526, representing an annual growth rate of 15 percent."

However, Colino cautioned the audience that "while we can draw encouragement from such percentage growth rates, we must also look with concern toward the falling short of forecast projections."

Projected growth in the Indian Ocean Region had been set at 21 percent, and "in order to achieve the projected year-end 1985 traffic levels, a further 6,800 half-circuits would have to be brought into service, requiring a total growth for 1985 of 39 percent."

Colino noted that this has also been the case in the Atlantic Ocean Region, where traffic has fallen significantly below projected forecasts — "in 1984, the AOR achieved a growth rate of only 7 percent."

In fact, Colino continued, "in 1984 the revenue Intelsat derived from traditional voice services was below 75 percent of total revenues for the first time ever."

Colino drew the conclusion that, although there continued to be a significant potential for growth in Intelsat's traditional services, "the many new services which we have introduced will be playing an increasingly important role in Intelsat in the rapidly changing communications environment." One implication for the signatories is that "there will be a need for the new earth stations in many . . . countries to take advantage of the new Intelsat services on the spare satellites, where new communities of communications interests, aside from Occasional Use TV and trunk telephony, will be forming in the years ahead." □

New Uniden P-O-P Display Facilities 'Live' Demos

INDIANAPOLIS, IN—Uniden Corp. of America has announced a new, seven-foot high point-of-purchase (POP) display, specifically designed to showcase Uniden's line of TVRO satellite products. The display case facilitates "live" demonstration of the company's TVRO product line, enabling customers to experience the more than 100 channels of programming available with satellite television.

"These POP displays offer our dealers — many of whom have limited space for product merchandising — valuable support in exhibiting the breadth, versatility and ease-of-use of the Uniden TVRO products," said Olin Lippincott, executive vice president of Uniden's Satellite Technology Group. "Through live product hook-up, these display units assist our distributors and dealers in communicating the unique benefits of the Uniden home satellite TV system."

Equipped with seven rows of horizontal shelving, the units can display simultaneously all of Uniden's TVRO products, including receivers, antenna positioners and other system components. To the right of the product displays are several angled shelves to house product literature. The product display case can be illuminated with an overhead lighted sign option, and a compatible combination TV monitor display/VCR machine unit is also available.

Uniden is allowing dealers to use their co-op accrual to cover up to half of the cost of the product display case; the remaining cost may be waived by the distributor based on the dealer's sales performance (at the distributor's discretion).

"This product display case rounds-out Uniden's answer to the dealer's in-store point of purchase needs and helps create an immediate brand awareness among customers," added Lippincott. □

Study Says TV's Durable And 'Outstanding Value'

WASHINGTON, DC — One-half of color television sets bought 15 years ago are still in use, and four out of five are still in use 10 years after purchase, according to a study released by the Electronic Industries Association's Consumer Electronics Group.

The report was prepared by Market Facts Inc. under the direction of CEG's marketing services video committee. A nationally representative sample of 17,000 households received questionnaires, and 74 percent responded. The survey was conducted between January 10 and February 10, 1985, following the holiday buying season.

"This study offers fresh evidence that our products are not only durable, but continue to represent an outstanding value to consumers," explained Group Vice President Tom Friel. He cited data indicating that "the purchase price of color TVs has remained remarkably stable over the past 15 years."

Among the other findings were the following:

- Nearly one-half (46 percent) of color TV households have more than one color TV. Twelve percent have three or more color sets.
- Portable models represented 74 percent of color TVs sold in 1984, up from 48 percent in 1970. In 1984, monitors represented 2 percent and projection TVs 1 percent of color TVs purchased by American households.
- Remote control is becoming a common feature of color TVs. In 1984, 58 percent of all consoles and 37 percent of all portable models sold were equipped with remote console.
- In 1984 about 40 percent of color TVs were purchased as replacements for sets that went out of use; 38 percent were purchased as additional TVs, and some 10 percent were upgrades. The proportions of additional and upgrade purchases have been increasing over the past 15 years.
- Screen sizes of 21 inches and over dominate console sales. Most portable TVs have 19-inch screens, although 13-inch portables are increasingly popular.
- Households with electronic peripherals such as VCRs, home computers, video games, or cable TV are much more likely to own two or more color sets.
- Digital television was seen as a likely purchase by 49 percent of TV households. Stereo TV was considered a likely purchase by 30 percent of color TV households. Although both systems involve additional expense, there is considerable interest among consumers in these new video technologies. □

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Basics . . .

Continued from page 55

give the editors enough lead time to make use of the releases.

When you decide an upcoming event, employee promotion, business expansion or other newsworthy situation is worthy of a press release, by all means produce the best releases possible and send it to everyone on your contact list. But if you have doubts about the release, it is probably not a worthwhile news event and can waste your time and money as well as the time of every editor who reads it.

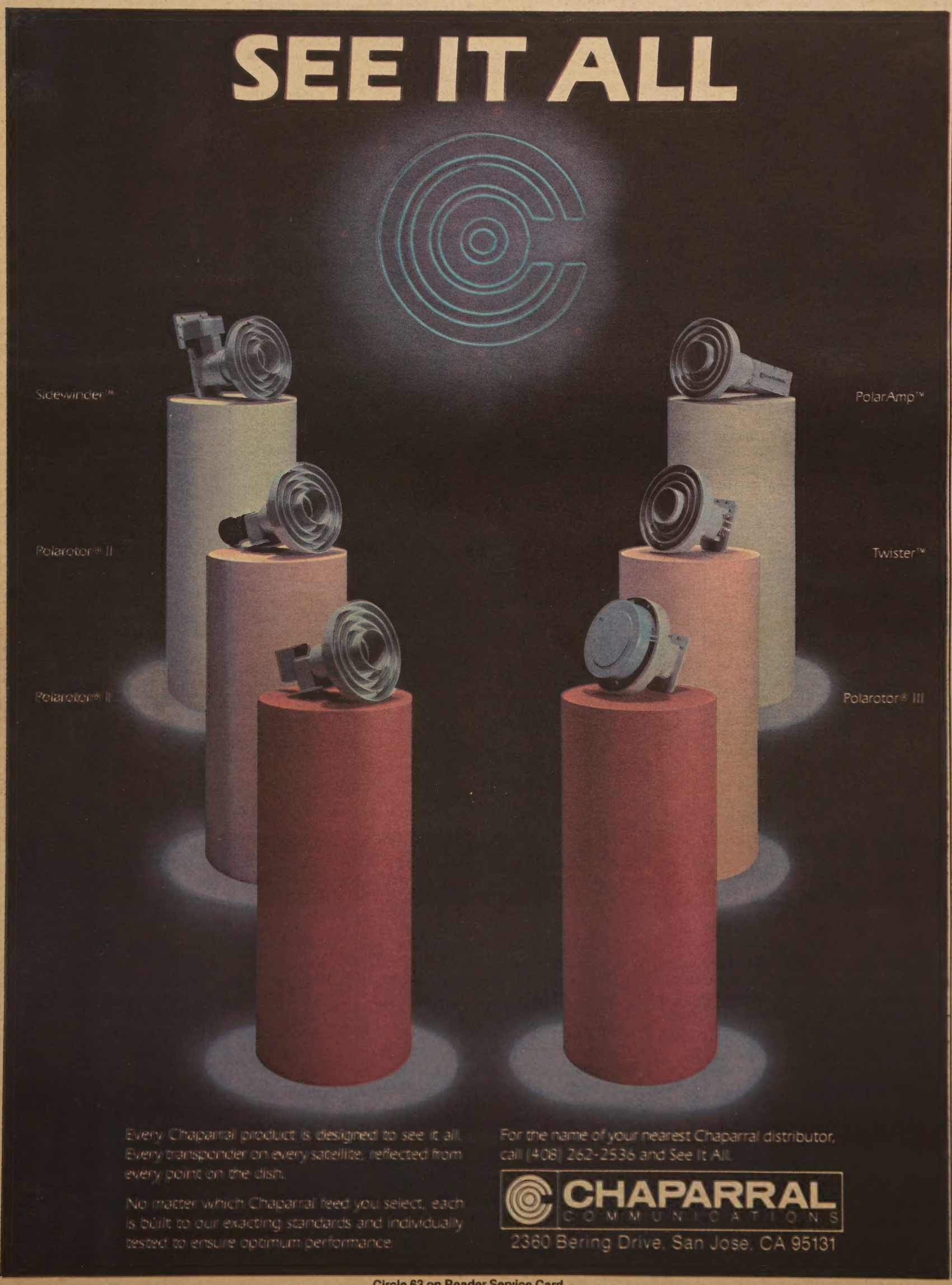
Remember, press releases are an important tool which can save you money by stretching your advertising budget and getting your name and your company's name before the public. But like a good tool, they must be used wisely to be effective. Learn the basics and be ready to create good press releases whenever a subject warrants them. □

Editor's Note:

Have a question about public relations and/or advertising? In upcoming issues of Satellite Business, this column will answer questions posed by satellite TV dealers or concerning issues and problems they face in these areas. Send your questions or comments to: Satellite Business, *P.O. Box 2772, Palm Springs, CA 92263.*

About the Author:

Nancy A. Turpin-Sherwood is president of AdVentures, a public relations and advertising consulting firm which provides assistance is these areas to O.E.M.s, distributors and dealers within the satellite TV industry.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OR Dealer Sets African Aid

ROSEBURG, OR — Appeals for donations to help the victims of Ethiopia are coming from all segments of society, including the satellite industry. Bogan Satellite Systems Inc., owned and operated by father/ son team of Dave and Tim Bogan is offering to donate to the Ethiopian Relief Fund $100 for every system sold. They are further urging all other dealers to donate whatever they feel they can afford.

Deeply moved by the plight of the Ethiopians as recently depicted on ABC's "20/20" program, they held a quick board meeting the morning following the telecast and it was unanimously approved by their board to donate to the Relief Fund. Said Tim Bogan, "I knew it was bad over there. But that show brought tears to my eyes just seeing in such graphic detail the amount of suffering that is occurring."

Dave and Tim Bogan and their respective families have lived in the Roseburg area for 6 years having migrated north to Oregon from California. They opened their retail satellite antenna store just three years ago and have built it into a business selling between 20 and 30 systems per month.

Besides donating $100,000 per system, 5 percent of all individual component sales will also be donated. The Bogans have also offered to act as a local base for other donations community members might want to make. Contact: Bogan Satellite Systems, 842 N.W. Garden Valley Blvd., Roseburg, OR 97470. □

Sat. Vid. Svcs. Has Toll-Free Phone No.'s

HORNELL, NY — Satellite Video Services WYN Inc, the new branch office of Satellite Video Services Inc., has announced its new 800 toll free phone numbers.

The number for dealers inside New York state is 1-800-641-0018. The number for dealers outside of New York state is 1-800-831-1134. □

Index of Advertisers 71

A
AMERICAN MICROCOM 8
ARC FINDER 71

B
BIRDVIEW 28, 29
BURR ENGINEERING 56

C
CERTIFIED INDUSTRIES ... 48
CHAPARRAL 70
COMMAND PERFOR. 52
COMMERCE TOURS 45
CONTINENTAL SAT. 57
CVS SYSTEMS INC. 63
C-Z LABS 55

D
DELSTAR SYSTEMS 4
DELTA SATELLITE 30, 31

E
EAGLE SAT. SYSTEM 64
ESP 33

G
GENERAL SATELLITE 14
GREENBRIAR PROD. 47

H
H & A MFG. 32
HIGH FRONTIER DIST. 5
HOUSE OF AZTEC 38

J
JANEIL 2, 3, 36, 37
JANEIL 66, 67

K
KENWOOD 12, 13
KLM ELECTRONICS ... 34, 35

M
MACOM INDUSTRIES 46

N
NATIONAL SATELLITE 61
NORTHEAST SATELLITE .. 58
NORTHSTAR FINANCIAL ... 46

O
ODOM ANTENNAS 60
OMNIVISION 58

P
PANASONIC 15
PARACLIPSE 59
PENTEC MTI 24
PETPHIL ELECTRONICS ... 47
PHIFER WIRE PROD. 55
PICO SATELLITE ... 16, 17, 55

Q
QUIK ROX, INC. 69

R
RAYDX SATELLITE 65
REC. SPORTS & IMP. ... 25, 43
RELIABLE SAT. SALES 58

S
SATELLITE EARTH STN. ... 49
SATELLITE VIDEO SERV. 19, 62
SATELLITE TV OPP. 64
SAT PAK 39
SHELBURNE 69
SOUTHEAST SAT. DIST. 22
SPACE CRAFTS 54
STARSPUR 53
STOLLE SAT. 6, 7
SVEA ELECTRONICS 55

T
TRANSAT 42

U
UNIDEN 72
UNIVERSAL B. 18

Home Vid Sales Continuing To Expand, Says CEG

WASHINGTON, DC—Home video sales continued to expand in April, according to the Electronic Industries Association's Consumer Electronics Group.

Statistics compiled by CEG's Marketing Services staff indicate that sales of color TVs, projection television, videocasette recorders (VCRs), and video cameras all increased in April, as compared with the same month a year ago.

Color television sales were up nearly 5 percent in April. On a year-to-date basis, color TVs are selling at almost exactly the same pace they did during the first four months of 1984, the best sales year in color TV history.

Projection television enjoyed another solid sales month, rising 25 percent relative to April 1984. On a cumulative basis, sales of these systems are running 31 percent ahead of January-April 1984.

More than 685,000 VCRs were sold to dealers in April, a 59 percent gain over the same month a year ago. For the first four months, VCR sales topped 3.1 million units, an impressive 73 percent jump over 1984's record levels. Video camera sales advanced by more than 12 percent in April and are up 13 percent for the year. □

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1. Reliable - Arcfinder equates reliability with simplicity. Although simplistic in design, the engineering superiority that goes into Arcfinder's "whole" product makes it greater than the sum of its parts.

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